SEPTEMBER 29, 1958

THIRTY-FIVE CENTS

27TH YEAR

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

IN THIS ISSUE:

COMPLETE INDEX PAGE 7

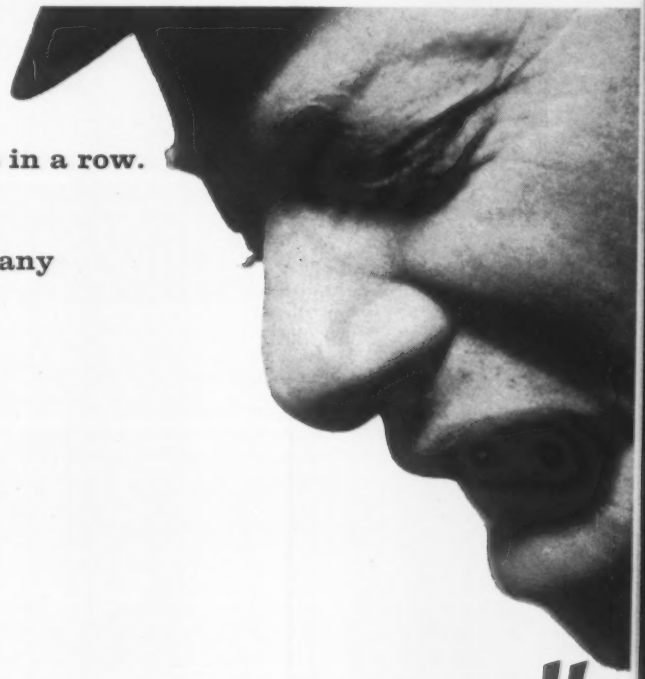
Aftermath: Federal grand jury indicts Mack, Whiteside — Page 27

Spearhead in VTR revolution: BBDO converts live to tape — Page 31

Craven warns broadcasters to keep guard up on spectrum — Page 52

Bullish about radio: Sales upswing seen for last half — Page 80

Batting average (share of audience) up five months in a row.
On any basis of measurable results – sales,
cost-per-proof-of-purchase, or ratings –
WMGM scores for advertisers at the lowest cost of any
radio station in the New York metropolitan area.



wmgm
RADIO NEW YORK CITY
the liveliest station in town • 50,000 watts

"All I hear is wmgm"

WMGM—station of the champions—broadcasts the World Series

The Metro-Goldwyn-Mayer Radio Station in New York—1050 kc
400 Park Avenue Phone MUrray Hill 8-1000
Represented Nationally by George P. Hollingbery Co.
NOW AVAILABLE: NEW MERCHANDISING PLAN. DETAILS ON REQUEST.

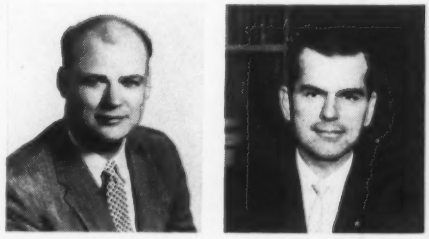
Territorial Governor of Alaska, Mike Stepovich, on the left, shown here accepting a film of Iowa's Governor Loveless welcoming Alaska to the Union. Presenting the film is Dick Compton, KVTV newsman, who was on hand, to record personally, this history-making event of Alaska's becoming the 49th state for KVTV viewers.

WHEN THE BIG NEWS WAS ALASKA A KVTV NEWSMAN WAS THERE

Dick Compton's trip to Alaska is typical of the traveling KVTV newsmen do to record and film news as it happens. A team covered the "Peaceful Uses of Atomic Energy" conference in Geneva, Switzerland. Daily films were rushed back for use on KVTV. Channel 9 viewers saw last minute films of the Lebanon crisis. KVTV was in Beirut when the news was made. Another team will cover South American news next February.

Why this on-the-spot coverage of news? KVTV believes it has a responsibility to the people it serves. A duty to keep them intelligently informed on domestic and world affairs. This is best done by sending men to report and interpret the news as it happens, when it happens.

What does all this mean to you? People in the Sioux City area have come to depend on KVTV as the station with the important things first. That's why KVTV is the most watched station in Sioux City—why KVTV is your best buy in Sioux City.



Bob Billman, left, and Charles Powell, right, along with Dick Compton, pictured above, comprise the KVTV news team. These are the men who bring to KVTV viewers the latest reports and films of the local, national and world news wherever it is happening.

KVTV

CHANNEL 9 • SIOUX CITY, IOWA

CBS • ABC

PEOPLES BROADCASTING CORPORATION

WGAR, Cleveland, Ohio
WRFD, Worthington, Ohio
WTTM, Trenton, New Jersey
WMMN, Fairmont, West Virginia
WNAX, Yankton, South Dakota
KVTV, Sioux City, Iowa

Coverage that Counts!

WJIM-TV

Strategically located to *exclusively* serve

LANSING.... FLINT.... JACKSON

Basic

CBS

NBC... ...ABC

Represented by the **P.G.W. Colonel**

Published every Monday, 53rd issue (Yearbook Number) published in September by Broadcasting Publications Inc., 1735 DeSales St., N. W., Washington 6, D. C. Second-class postage paid at Washington, D. C.

OUTSTANDING

Baseball's World Series, perennially capturing the enthusiasm and loyalty of millions of fans, is outstanding in the American calendar of sports. Equally outstanding in its field is WGAL-TV's unique *multi-city* coverage which costs you less by far than *single-city* coverage. Pioneer Channel 8 station WGAL-TV is first with viewers in Lancaster, Harrisburg, York, as well as in numerous other cities including: Gettysburg, Hanover, Lebanon, Chambersburg, Carlisle, Lewistown.

$6 2/3 billion income
$3 3/4 billion retail sales
942,661 TV sets

WGAL-TV

CHANNEL 8—Lancaster, Pa.

NBC and CBS

STEINMAN STATION • Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco

closed circuit.

END OF OVERSIGHT? • Rep. Oren Harris (D-Ark.), chairman of explosive Legislative Oversight Subcommittee, has notified staff that subcommittee expires Jan. 3, 1959. Rep. Harris, who would prefer that subcommittee activities be absorbed by parent Commerce Committee, said staffers were warned of expiration so they could look for new jobs. Several other members of subcommittee are known to favor subcommittee's continuance in 86th Congress.

•

New owners of Mutual network are still in diversifying mood. Scranton Corp., whose Hal Roach Studios bought MBS two weeks ago for $2 million plus [LEAD STORY, *Sept. 15*], *was reliably reported Friday to be negotiating for acquisition of Waterman Pen Co. Scranton is owned by F. L. Jacobs Co. of Detroit, whose various subsidiaries make several consumer products including lace, plastic shower curtains and hi-fi phonographs. Acquisition of Waterman could add to Mutual's business opportunities: A. L. Guterma, head of Jacobs company and president of MBS, has said companies' various products "naturally" would give their radio business to Mutual.*

•

LOSS OF AN ARM • Joseph M. Sitrick, FCC Chairman Doerfer's right arm since he assumed FCC helm last year, shortly will resign as chief administrative-legislative assistant to return to private business. He is expected to remain at FCC until Nov. 1 to break in his successor and will join Blackburn & Co., station brokers, in executive capacity at Washington headquarters. It's understood his successor, an FCC attorney for past 18 months, already has been selected.

•

Resignation of Mr. Sitrick should not be interpreted as indicating imminent departure of Chairman Doerfer, now in Europe as chairman of American delegation to international telephone-telegraph conference in Geneva. Chairman has confided he intends to complete his seven-year tenure which runs until June 30, 1961, barring unexpected. Mr. Sitrick joined FCC Aug. 26, 1957, after having served as special projects director of NAB. Previously his government experience included State Dept. and USIA informational and legislative activities. He has background in station news operations in Midwest and Washington.

•

MAYBE LATER • White House has already delayed beyond indicated date appointment of high level spectrum analysis commission, and nothing formally may be done until next session of Congress. Highly placed officials had predicted fortnight ago that Commission would be appointed "promptly" with instructions to report within six months. Assurances that legislation, along lines of blocked Potter Resolution at last session, providing for jointly appointed Commission believed responsible for delay, even though membership of commission had been tentatively selected.

•

If satisfactory commitments are not received on joint executive-congressional study group, it's reported that President will name his own commission promptly. Additionally, there was thought that compromise "advisory committee", operating on confidential level for President, would be named anyway so that time between now and convening of new Congress would not be lost.

•

MERGER? • Amalgamation of Broadcast Pioneers, originally organized in 1942, and Television Pioneers, formally created last year, will be explored by committee of former organization with officers of latter group. Older organization was Radio Pioneers but changed its name last year to make it all-encompassing. President Frank E. Pellegrin of Broadcast Pioneers has designated committee to initiate negotiations with W. D. (Dub) Rogers, prime mover and president of Television Pioneers.

•

Another Broadcast Pioneers project—creation of Hall of Fame and history project—may become all-industry enterprise. John F. Patt, last year's president who spawned idea, has discussed project with NAB President Harold E. Fellows, and NAB Board has authorized latter to undertake overall study. Broadcast Pioneers already has authorized $1,000 "seed" money to explore project.

•

FM EXPANSION • If advertiser interest warrants, WQXR Fm Network [NETWORKS, Aug. 11] may jump boundaries of New York state. Discussions are understood to have been held with fm operators as far south as Virginia, with consensus being, "let's do it." But *New York Times*, parent of WQXR New York and its network, isn't yet set to invest in building large enough sales and programming staff to consolidate such loosely federated hookup. Meanwhile, it's learned that network is thinking of adding WHFM (WHAM Rochester's fm operation) to its 11-station network.

•

It's still in planning stage, but Leo Burnett Co., Chicago, may set up station relations posts with view to keeping better apprised of what stations are doing. Plan is to name perhaps two field representatives who would travel about country and serve as kind of liaison with broadcasters in field. Prospects currently are being sounded out.

ROBOT D.J. • Officials of Muzak's Programmatic Broadcasting Service Inc. are elated at reaction to first public showing of new automatic radio programming equipment and program package [PROGRAM SERVICES, Sept. 15], unveiled last week at Oklahoma City NAB meet. They say 26 stations already have asked to see contracts. Single unit ($2,745.75) can program for eight consecutive hours or, with clock unit, be set to cut off and on around local programming. Local commercials are taped and inserted automatically into programming at points desired, while new searching device reportedly can find any given commercial in 60 seconds if for substitution or other purposes it is needed. Taped programming is supplied for fee.

•

Indictment of former FCC Comr. Mack and friend Thurman Whiteside has no serious significance in Miami ch. 10 FCC proceedings, observers hold. Aside from question whether Mr. Mack should have voted or not in final decision (which may be answered by criminal trial) other issues relate to possible improprieties of applicants and other commissioners and whether grant to National Airlines should be voided. None of these are involved.

•

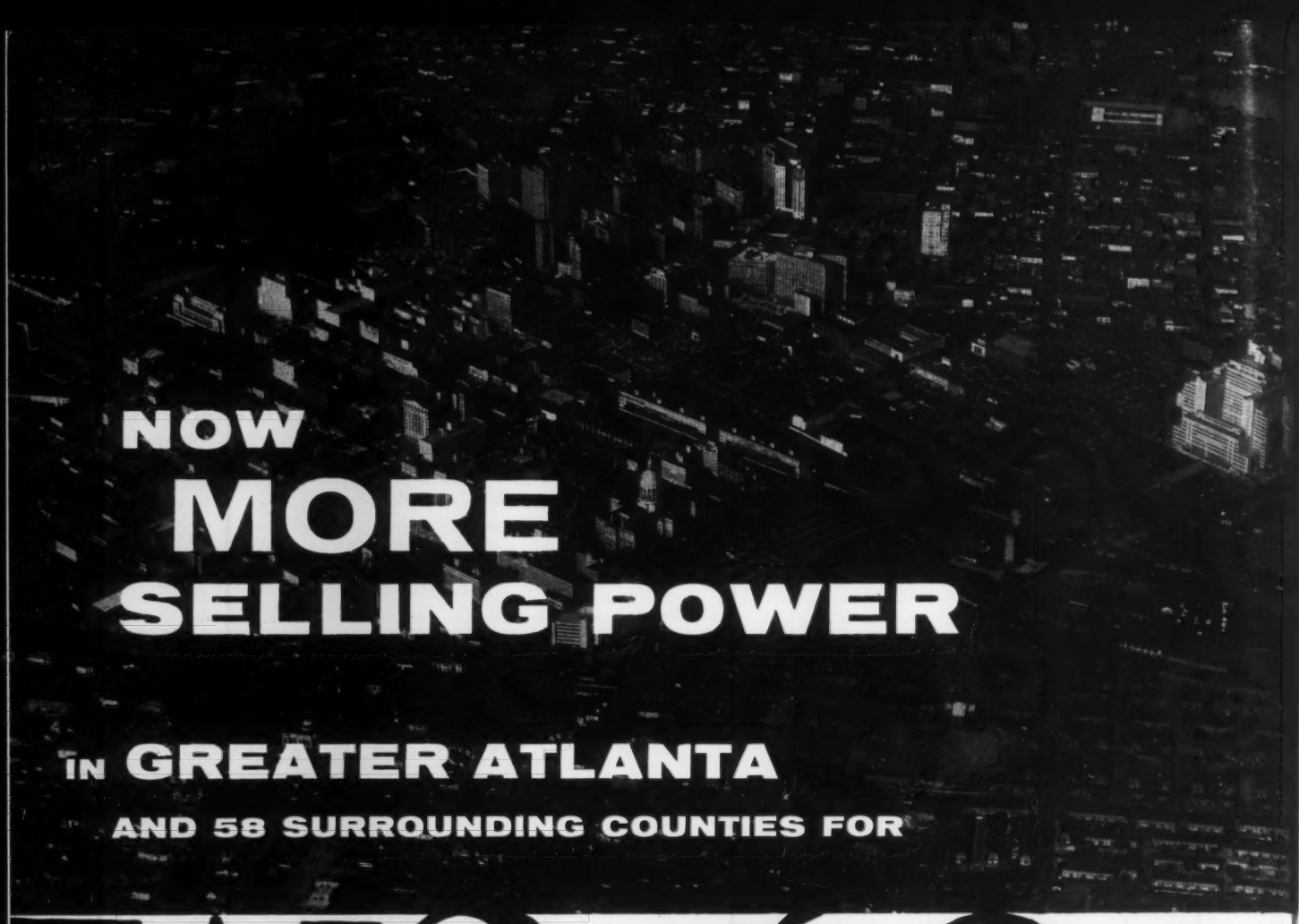
ONE OR TWO • Transfer of WCKR Miami by Biscayne Tv Corp. (jointly owned by principals in *Miami Herald, Miami Daily News* and Niles Trammell, its president and general manager) to Sun Ray Drug Co. (WPEN Philadelphia) for $800,000 has been considered several times in recent weeks by FCC but without action. Reason is FCC has been unable to make up its mind whether radio property is separable from ch. 7 WCKT (TV) since tv case is still in litigation. Sale, subject to usual FCC approval, was announced in late May. Ordinarily, routine transfer case takes month or six weeks.

•

Richard E. (Dick) Jones, vice president-general manager of KXLY-AM-TV Spokane, has resigned and is disposing of his 10% interest in Spokane operations along with 20% interest in KELP-AM-TV El Paso to principal stockholders Joseph Harris and Norman Alexander. Mr. Jones was formerly director of three DuMont owned and operated stations and has headed Storer Broadcasting Co. operations in Detroit.

•

SWEDES ON MOVE • Swedish television, presently two years old, is contemplating $10 million investment in new plant and equipment in Stockholm. Preparatory to undertaking project. Per Eckerberg, chairman of the board, and Henrik Hahr, vice president tv-programs of Swedish Broadcasting Corp., visited installations in New York, Washington and Hollywood during past three weeks.



NOW MORE SELLING POWER

IN GREATER ATLANTA

AND 58 SURROUNDING COUNTIES FOR

waga·tv

As the long-time leader in the South's #1 market, **WAGA-TV** is keeping pace with the amazing growth of Greater Atlanta, which has increased population 34% since 1950 (gaining 69,000 a year) and is booming with new industry and commerce.

- **More Top Movies**—New multi-million dollar purchases of 732 Warner Brothers first-run films and hundreds of Screen Gems, RKO, UA and 20th Century films for the *new* Early Show at 5:30 PM weekdays, and late evening Starlight Movies.
- **More News Coverage**—News shows at 7 and 11 nightly, plus mobile Newshound flashes on *live* Channel 5!
- **More Modern Equipment**—Atlanta's first videotape recorder!
- **More Merchandising**—A tremendous bonus that pays off in greater sales for your client.
- **More Coverage**—Our 0.1 milivolt contour reaches two million Georgians in 59 counties, 17.7% *more* than the second station!

See your KATZ man *today*

CBS TELEVISION

WAGA-TV Atlanta

WSPD-TV Toledo

WJW-TV Cleveland

WJBK-TV Detroit

STORER BROADCASTING COMPANY

Storer Television

National Sales Offices: 625 Madison Ave., New York 22 • 230 N. Michigan, Chicago 1, Ill.

THE WEEK IN BRIEF

Mack, Whiteside Indicted—Federal Grand Jury takes action on charge FCC commissioner sold his vote in Miami ch. 10 case. Justice Dept., congressional committee at work on other disputed cases. Page **27.**

BBDO Goes Videotape—All major "live" nighttime network commercials have been on tape for past three months. Agency moves now to expand tape concept to live daytime network spots. Page **31.**

Best Foods Best—That's what RAB says in releasing reports on food and grocery advertisers using spot radio in second quarter of this year. Page **35.**

Rugs Don't Slip on TV—"Play's not the thing" for Chemstrand Corp., which finds silver lining in the acrilan it sells on network tv; Chemstrand official explains why company was happy with first network series—despite fact that it flopped after six-month run, being "done in" by low ratings. Page **36.**

Bulova Ad Time—Pre-Christmas drive by watch company encompasses additional underwriting in NBC-TV shows, making it six shows on the network in which Bulova will participate at least until after Christmas shopping period. Page **37.**

Winston Sweeps in July—Winston is top brand spender that month in network tv, followed by Anacin, Chevrolet and Tide. Procter & Gamble heads the tv network advertiser list. Page **38.**

The Wrather Story—A close look at the organization that is expanding so rapidly in world television. Page **44.**

No Short Terms for Syndicated Film—CNP's Rettig tells why longer contracts are necessary to amortize investment, but cites placement flexibility for sponsors. He also comments on programming trends and videotape potential. Page **44.**

Gray Flannel Isolation Booth—In face of current giveaway probe, veteran producer contends quizzes are honest but done for; details some safeguards that help to keep shows running straight. Page **48.**

Tv News: Growing in Stature—Sig Mickelson, vice president-general manager of CBS News, asserts that tv news is maturing as an information service and attracting increasing advertiser interest. Page **48.**

Craven Warns Against Apathy—Says broadcasters must fight for what they have or else other services could succeed in spectrum grab. Page **52.**

Bowles Report Released—Senate Commerce Committee relays special study of tv spectrum to FCC without comment. There are several slaps taken at Commission. Page **54.**

FCC Chastises Storer, Westinghouse—Commission renews broadcast licenses of two companies after warning them they violated rules in failing to identify National Assn. of Manufacturers as source of films telecast on controversial public issues. Page **55.**

Jones' Efforts on the Hill—Former FCC commissioner tells of his work for Miami ch. 10 contestant. Page **60.**

Court Denies Crosley Petition—Appeals Court refuses action on request that it rehear Indianapolis ch. 13 case. June 16 order vacating FCC grant stands. Page **62.**

Advice From Advertisers—NAB Fall Conferences at Oklahoma City and Sun Valley told they must talk about profits when they are selling time; that search for profit is making companies stronger and America greater; that consumer benefits should be headlined in advertising copy. Conference series resumes at San Francisco. Page **68.**

News Directors' Agenda Gathers More Glitter—NAB's Fellows and ARB's Seiler are latest additions to RTNDA convention in Chicago Oct. 15-19, as industry speakers continue to gain access to agenda. Page **72.**

AFTRA Proposes New Network Contract—Though seeking 10% basic hike, increase would be more with other concessions sought. Page **78.**

Radio Stations Expect New Record—RAB study shows that am outlets expect business in second half of this year to top 1957's alltime record second half. Page **80.**

The Triple Spot—H-R Representatives' Paul Weeks takes issue with critics of broadcast schedules loaded with commercials. He says it is the sound of the station not the number of commercials that counts. Doubts if three commercials placed back-to-back lulls listeners, anyway. Page **82.**

MR. ROBERTS

The Giant in the Cornfield—The farmer offers a target that television has not fully utilized, says Alan Roberts of Western Advertising, Chicago. There are several problems to be overcome, he points out in this week's MONDAY MEMO, and offers the suggestion that tv be used as a rifle, not a shotgun, in doing business with this farm market. Page **109.**

DEPARTMENTS

ADVERTISING & AGENCIES... 31
AT DEADLINE 9
AWARDS 72
BUSINESS BRIEFLY 37
CHANGING HANDS 80
CLOSED CIRCUIT 5
COLORCASTING 37
EDITORIAL 110
EDUCATION 76
FILM 44
FOR THE RECORD 98
GOVERNMENT 52
IN REVIEW 12
INTERNATIONAL 84
IN THE PUBLIC INTEREST 22
LEAD STORY 27
MANUFACTURING 74
MONDAY MEMO 109
NETWORKS 48
OPEN MIKE 20
OUR RESPECTS 24
PEOPLE 92
PERSONNEL RELATIONS 78
PROGRAMS & PROMOTIONS.. 86
RATINGS 35
STATIONS 80
TRADE ASSNS. 68
UPCOMING 107

Effective radio advertising sells goods, services, ideas. Bartell Family Radio has always believed that the big audience isn't enough—that maximum buyership requires all age groups in its composition.

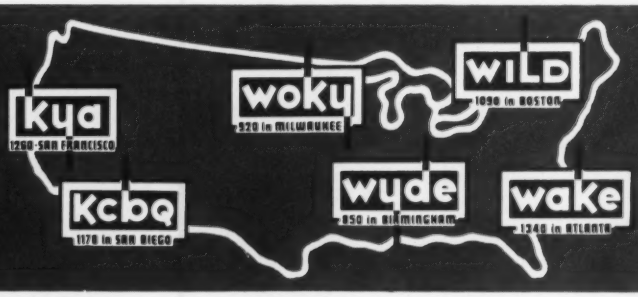
Eleven years of family programing has produced the ideal buying audience...men, women, youngsters. All are important, all included in the intriguing featurettes, copyright games for family fun, and complete local news with names and addresses.

This is the good-taste programing which builds station loyalty, lasting friendships.

That's why products which depend upon volume sales depend upon Bartell Family Radio.

Bartell it—and sell it.

BARTELL FAMILY RADIO
COAST TO COAST



AMERICA'S **FIRST** RADIO FAMILY SERVING 15 MILLION BUYERS

Sold Nationally by ADAM YOUNG INC.

at deadline

ANOTHER CHARGE OF QUIZ FIXING ERUPTS

New eruption in tv quiz controversy Friday — once again involving NBC-TV's *Twenty-One*—brought reaction of "surprise" and "unexpected" from network (which owns show), producer Barry-Enright and sponsor Pharmaceuticals Inc. *New York Post* story Friday said former program contestant James Snodgrass under oath told grand jury of being "rehearsed" and receiving answers to questions in advance.

New York district attorney told BROADCASTING he could confirm fact that Mr. Snodgrass testified before special grand jury investigating tv quiz shows *Dotto* and *Twenty-One* but would not discuss *Post* story. NBC-TV (*Twenty-One* is on network Thursdays, 8:30-9 p.m.) said "this comes as a complete surprise to us. We had absolutely no knowledge of it. As a result of the *Post* story, we intend to launch a prompt and thorough investigation of the charges."

Pharmaceuticals said story was "unexpected development" and advertiser also was "looking into" situation. Barry & Enright (Jack Barry, m.c. of program and Dan Enright) issued following: "We have been advised by the district attorney that his office has not released to the press any information pertaining to the *Twenty-One* program. In view of this, our attorneys have advised us to release no statements at this time."

Post story was based on interview with Mr. Snodgrass, who appeared on program year ago. Mr. Snodgrass was portrayed as having delivered to grand jury three sealed letters containing answers and stage directions for his appearances on *Twenty-One* and which he was said to have sent via registered mail to himself but never opened. Former contestant (who lost to Hank Bloomgarden but received $4,000) was said to have held back letters and his "story" until he received routine subpoena from grand jury and decided to reveal details upon advice of attorney.

ABC Opposes, Meredith Backs FCC Proposal for Strike Bids

Final comments filed at Friday deadline on FCC proposal to change rules to discourage mergers, "pay-offs" and "strike applications" were divergent in nature and type of pleadings.

Among those filed, ABC said Commission approach is "unwarranted and unsound," although FCC policies in past may have been too lenient. Network said prior mergers in many instances have been in public interest, helping to speed additional tv service. Other means are available to curb misuse of FCC processes which will not destroy good with bad, ABC said.

Filing joint comments, very similar to those of ABC, were KTAG Assoc. (applicant for ch. 3 Lake Charles, La.), ch. 20 WJMR-TV New Orleans (applicant for ch. 12 there), Tampa Telecasters Inc. (seeking ch. 10 Largo, Fla.), Telecasting Inc. and WJBP-TV Inc. (both applicants for ch. 5 Weston, W. Va.), Tv Broadcasters Inc. (seeking ch. 12 Beaumont, Tex.) and Tele-News Co., applicant for ch. 8 Moline, Ill.

Meredith stations and Washington attorneys Harry J. Daley and Lenore G. Ehrig filed comments in "complete agreement" with stand of Federal Communications Bar Assn. [GOVERNMENT, Sept. 22].

Uhf WVEC-TV Hampton, Va., took no position on proposed change but said if rule's amended, it should not be made retroactive. WCEC-TV, applicant for ch. 13 Norfolk, already has merged with others seeking same facility. An am grantee in Anaheim, Calif., Radio Orange County Inc., took a similar position to that of WVEC-TV. Radio Orange sold stock to one competing applicant and paid "partial expenses" to two other applicants who withdrew.

Swezey Cites Lawyer Reluctance To Accept Radio-Tv in Courts

Broadcast coverage of court trials has demonstrated that proceedings can be brought to public without interfering with justice but legal profession is slow to recognize this progress, Robert D. Swezey, WDSU-AM-TV New Orleans, told Missouri Bar Assn. in address prepared for delivery Saturday (Sept. 27). Mr. Swezey is chairman of NAB Freedom of Information Committee and member of American Bar Assn.

"Many lawyers regard broadcasters as purveyors of second-rate entertainment, with an eye out for a quick buck, rather than respectable members of the community and an important factor in intellectual life," he said. NAB has called on state broadcaster associations to conduct controlled tests of radio-tv coverage of court proceedings.

Bartell Stresses Research

Future growth of radio will require expanded research activity at individual stations, Gerald A. Bartell, president of Bartell Family Radio group said in address prepared for Broadcasters Sales Management Conference, held Sept. 26-27 by Mississippi Broadcasters Assn. at Oxford. Rating services should be used "to corroborate creative research rather than to supply the only method of programming judgment," he said in laying down formula for successful radio management.

BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 31.

IRISH INVASION • Goodbody Ltd., Dublin, Ireland, making U. S. debut in late October-early November with radio-tv spot drive on behalf of Goodbody's Irish Soda Bread Mix part of its advertising program. Fred Gardner & Co., N. Y., advertising agency, indicates initial broadcast push (budget as yet undetermined) will take place in New England and Mid-Atlantic states and then go national next year.

OVER HALF FOR TV • Northam-Warren Co. (Cutex, O-Do-Ro-No), Stamford, Conn., reportedly considering tossing excess of 50% of yearly advertising budget into television. Just arrived at Doyle Dane Bernbach from J. M. Mathes, N-W is expected to approve agency recommendations. It's already stamped okay on radio test run for newly-refurbished deodorant package headed for markets.

GETS SET FOR '59 • American Dairy Assn. has allocated $4.8 million to consumer media, including radio-tv, for 1959 out of $5.38 million advertising-promotion budget. Bulk of ad budget goes to network tv (Perry Como on NBC-TV) with some to NBC Radio participating programs in special drives during next July, August and November. Consumer advertising budget in 1958 totals $5.1 million. Agency: Campbell-Mithun, Minneapolis.

TIME FOR DESSERT • Penick & Ford Ltd. (My-T-Fine desserts), N. Y., understood to be launching six-week spot tv campaign in about 25 markets in early October, using daytime minutes. Advertiser currently engaged in spot radio campaign in New England and New York state for its new Chiffon dessert, with coverage to be expanded as distribution increases. Agency: BBDO, N. Y.

BACKING NETWORK DRIVE • American Home Products (Chef Boyardee Italian foods), turning to spot radio-tv to supplement network campaign in markets where it cannot get clearances. Starting Oct. 1, Young & Rubicam places 13-week campaign in 12 tv, four radio markets, using daytime minutes. Boyardee is in ABC-TV's Operation Daybreak, CBS Radio's *Young Dr. Malone* and *Ma Perkins* daytime serials.

HITTING HARDER • E. F. Drew & Co., N. Y., hypoing its Ohio and New England tv spot saturation campaign for Tri-Nut margarine with ID's. Now blanketing markets with minutes and 20's, ID's will step up barrage starting shortly. Donahue & Co., N. Y., is agency.

at deadline

Congressional Inquiries Blasted By FTC's Gwynne at Bar Meeting

FTC Chairman John W. Gwynne, in presence of Legislative Oversight Chairman Oren Harris (D-Ark.), Friday fired a scathing attack on congressional investigations. Addressing Federal Bar Assn. convention in Washington, Comr. Gwynne charged such inquiries often:

- Fail to give cases objective and impartial hearings.
- Permit "slander by irresponsible witnesses, through hearsay or other inadmissible testimony."
- Do not make use of "the greatest engine ever invented for the discovery of truth"—the right of cross-examination.
- Characterize opinions by "lurid and unfounded statements more useful for headlines than for establishing truth."

Comr. Gwynne said failure of congressional investigating committees to recognize the above principles "makes it difficult for an agency on trial to get its side of the story to the Congress and the public. . . . Deference to Congress and its purpose preclude competition in press releases and statements designed to make headlines. As a consequence, the press does not always receive a fairly balanced presentation of the facts."

He charged that instead of general, overall investigation, the question now seems to be: "Is the agency enforcing the law as some committee member or staff personnel think it should be enforced?"

"There seems to be," he said, "a growing tendency to look upon the commission as simply a creature of Congress to support the views of certain committees. This will eventually destroy the confidence of the people in the agency. . . . This is having some bad results. These committees tend to become rallying points for disgruntled litigants. . . ."

Comr. Gwynne's FTC was blistered in summer investigation by both Rep. Harris' committee and House Government Operations subcommittee. Asked, following his address, if he was referring to Legislative Oversight Subcommittee, Comr. Gwynne replied: "If the shoe fits."

Rep. Harris immediately preceded Comr. Gwynne in speaker's rostrum. Speaking of *ex parte* contacts, he said "it is difficult if not impossible to distinguish at certain stages between permissible status inquiries and improper *ex parte* contacts." Citing recommendations in subcommittee interim report, he reiterated stand that all contacts should be made part of public record.

"Remove the veil of secrecy, and *ex parte* contacts may never be attempted," he said, "and if attempted could probably do more harm than good to the party in whose interest the contact is made."

Answering questions from panel members after Comr. Gwynne had spoken, congressmen defended his subcommittee and right of Congress to investigate. He said this was only corrective course open to public. "Who is it that can better find out in the interests of the people than Congress itself?" he asked.

Oversight subcommittee has conducted fair investigation, and has not sought to take unfair advantage of anyone, he said.

Robert W. Lishman, chief counsel of Harris subcommittee, was part of Friday panel on proposed codes of ethics at same convention. Before any code is adopted, Mr. Lishman recommended, study should be made by specially authorized commission.

Kendrick Buys Rest of WHGB

Agreement by Herbert Kendrick, president-general manager and 50% owner of WHGB Harrisburg, Pa., to buy remaining 50% of station from Triangle Publications for $75,000 has been reached between two parties and will be filed at FCC in about two weeks. Triangle (Walter H. Annenberg and family) also owns WFIL-AM-FM-TV Philadelphia, WFBG-AM-TV Altoona and WLBR-TV Lebanon, Pa.; WNBF-AM-FM-TV Binghamton, N. Y., and WNHC-AM-FM-TV New Haven, Conn. WHBG is ABC affiliate, 250 w on 1400 kc.

Toledo Ch. 11 Grant Stands

FCC Friday announced it had denied petition for stay of July 23 grant of Toledo ch. 11 to Community Broadcasting Co. (WTOL), asked by losing applicant Anthony Wayne Television Corp. One of reasons stay was asked was Toledo newspaper story implying WTOL has begun construction before final grant was issued [GOVERNMENT, Sept. 1]. Commission said this is inadequate for issuance of stay as "such stories . . . are of undetermined accuracy [and] considerable ambiguity. . . ." In opposition to stay request, WTOL furnished affadavit of Frazier Reams denying news reports of prior construction.

'CHANGED' HIS BRAND

Though his office said Edward R. Murrow "didn't say anything about it," CBS-TV star of *Person to Person* couldn't be too happy about newspaper tune-in advertisements taken Friday by P. Lorillard Co., alternate-week sponsor of weekly interview programs. Reason: ad shows Mr. Murrow smoking a cigarette—not any old cigarette but doctored-in Kent filter. Inveterate Camel-smoker Murrow recently said he would not switch brands since it's his firm policy not to personally promote sponsors' products.

PEOPLE

CHARLES F. ADAMS, vice president, Cadillac account supervisor and executive assistant to president, MacManus, John & Adams, Friday made executive vice president. He succeeds **JOHN R. MacMANUS,** who who becomes senior vice president.

SAM SEROTA resigned Friday as director of public relations and special events at WIP Philadelphia. His future plans were not announced.

KATHERINE (KIT) FOX SHOUSE, 45, died Friday at Christ Hospital, Cincinnati, following surgery for cerebral hemorrage suffered earlier in week. She married James D. Shouse, chairman of Crosley Broadcasting Corp. two years ago, and for nearly two decades had been identified with Crosley, latterly with public service programming.

DALE N. HARRIS, Morey, Humm & Warwick, N. Y., account executive, elected to vice president.

EDWARD J. CARNEY, with RCA electron tube division since October 1957, to manager, advertising and sales promotion—semiconductors and components.

GEORGE G. GALLANTZ, Paramount Pictures executive and attorney, resigns to enter private practice of theatrical law. Mr. Gallantz was resident New York counsel for three Paramount subsidiaries on West Coast: Paramount Sunset Studios; KTLA (TV) Los Angeles and International Telemeter Corp., as well as director & officers of both KTLA and Sunset Studios.

HENRY ABT, president of Brand Names Foundation, N. Y., named to board of directors of Advertising Federation of America.

ALBERT FELDMAN, formerly with NBC-TV public affairs department, to Ile-De-France International Inc., N. Y., as associate producer of NBC-TV's *Brains & Brawn.*

PAUL MURRAY, formerly with Gill-Perna and The Meeker Co., station representative firms, to McGavren-Quinn Corp., N. Y., as account executive.

DONALD H. HANGEN, with GE since 1957, to district sales manager in Cincinnati for General Electric tubes and components.

Crosley Asks Mandate Delay

Request that federal appeals court in Washington stay issuance of mandate denying request for rehearing was filed Friday by Crosley Broadcasting Corp. in ch. 13 Indianapolis case (see early story page 62). Crosley told court it planned to ask U. S. Supreme Court to review case. Mandate will be held in abeyance for 30 days if Crosley request is granted. Meanwhile, WIBC Indianapolis, which had appealed Indianapolis grant to Crosley, filed second petition with FCC requesting establishment of joint trusteeship to run WLWI (TV) Indianapolis. WIBC filed first such request last June when court initially remanded case to FCC on question of Comr. T. A. M. Craven's participation in final decision.

"WACKER"
The Leader!

WAKR 1st. by FAR!

PROOF POSITIVE ON AKRON LISTENING

TOPS IN AKRON!

MOST Adult Listeners†

MOST TEEN-AGERS AND CHILDREN, TOO†

HIGHER SHARE OF AUDIENCE THAN ALL OTHER LOCAL STATIONS COMBINED*†

† PULSE — July, 1958
6 a.m.– Midnight, Mon. thru Fri.

* C. E. HOOPER, INC. — June, 1958
7 a.m.–10:30 p.m., Mon. thru Fri.

TOPS IN AKRON

FIRST IN HOOPER*

WAKR
Leads in Every Index Period, Day and Night!

*June, 1958, Monday thru Friday

53%
SHARE 7 A.M. TO 10:30 P.M.

TOPS IN AKRON

FIRST IN PULSE†

WAKR First in Adult and Total Audience in Every Time Period — Day and Night!

45%
SHARE 6 A.M. TO 12 MID

† July, 1958, Monday thru Friday

NATIONAL REP:
McGavren-Quinn Company
New York
Chicago
Detroit
Hollywood
San Francisco

FIRST in NIELSEN**

WAKR Leads in Audience
And Coverage of The 5 County Surrounding Area!
** NCS #2 — Latest Available Area Survey

WAKR-TV • WAKR-RADIO
RADIO-TELEVISION CENTER — 853 Copley Road — Akron 20, Ohio

NEW YORK CONFIDENTIAL
ON LOCATION

TRACY ON TIMES SQUARE
Round-the-clock, millions are caught up in the current of the world's crossroads!

WATERFRONT CHASE
Lee Tracy and "New York's finest" find high adventure on the piers!

FOCUS ON FINANCE
A few narrow streets — financial fates decided!

Wire or phone Michael M. Sillerman, Exec. V.P., collect today for your market!

TPA

BOB HOPE BUICK SHOW

For Bob Hope fans the 1958-59 tv season got underway at 7:30 p.m. Sept. 19 when the first *Bob Hope Buick Show* was telecast on NBC-TV. That the show was a musical comedy in place of the usual variety program didn't matter; what was important was that Bob Hope was back on the air in top wise-cracking form. He was and all was right with the world.

The *Bob Hope Buick* opener was "Roberta," Jerome Kern-Otto Harbach musical whose original Broadway cast of 1933 included Bob Hope as "Huck Haines," leader of an American jazz band stranded in Paris. In the tv version Mr. Hope again portrayed the same role, updated to include such topical gags as "Is this Trujillo's rumpus room?" and expanded to let him emcee a fashion show of gorgeous gowns on gorgeous girls (terrific in color and easy viewing even in black-and-white) and to sing—and translate—"Volare."

Anna Maria Alberghetti was "Lovely to Look At" and delightful to hear as the designer-princess heroine, although her high, pure soprano voice seemed ill-fitted to "Smoke Gets in Your Eyes," traditionally sung in a throaty contralto. Howard Keel was big, handsome and baritone as the football player hero. Janis Paige, as the impishly sexy "Sharwenka," added an exuberantly bouncy and graceful note to proceedings, particularly in "I Won't Dance."

But, from start to finish, it was Mr. Hope's show and only a carping critic would complain with the fact that on camera, as in title, Robert made up most of Roberta.

Production costs: Estimated $400,000.
Sponsored by Buick Div., General Motors Corp., through McCann-Erickson, on NBC-TV in color and black-and-white, Sept. 19, 7:30-9 p.m.
Star: Bob Hope; guest stars: Howard Keel, Anna Maria Alberghetti, Janis Paige.
Executive producer: Bob Hope; producer: Jack Hope; stage director: Ed Greenberg; assoc. producer: Kent McCray; tv director: Dick McDonough; tv adaptation of Otto Harbach's theatrical adaptation of Alice Duer Miller's novel: Mort Lachman, Bill Larkin, Lester White, John Rapp, Charles Lee, Norman Sullivan.

HARVEY

Television *can* be beautiful. Art Carney reacquainted us with that summer-furloughed phenomenon last Monday (Sept. 22) via his delicious performance in "Harvey," DuPont's initial 1958-59 *Show of the Month.*

Adapted by Jacqueline Babbin and Audrey Gellen and produced by David Susskind's Talent Assoc., Mary Chase's 1945 Pulitzer Prize play made the transition to tv with impunity to say the least. Art Carney was Elwood P. Dowd and Elwood P. Dowd was Art Carney and all six-feet-one-and-one-half inches of that well known giant of imaginary rabbithood, Harvey, filled the nation's 21-inch screens.

Never was Elwood a more gentle, amiable imbiber. Never was his relationship with that unpredictable creature of his fancy a greater source of riotous chaos to those associates of Elwood (who remains calm and contented through it all) so determined to rid him of his beloved companion. Headed by the indefatigable Marion Lorne as Elwood's charmingly scatterbrained, elderly sister, the supporting cast turned in a first-rate job.

Furthermore, the extraordinary challenge of keeping a camera-eye on an invisible character was most effectively met. If any viewer actually had doubts as to Harvey's existence, the camera-work must have dispelled them.

When the play drew to a close with Elwood and Harvey jauntily striding off, arms about each other's shoulders, who among the audience was not only thoroughly entertained but provided with something to think about in terms of his own values?

The summer is dead. Long live television.

Production costs: Approximately $175,000.
Series of live 90-minute specials sponsored by DuPont on CBS-TV through BBDO. Season's opener: Monday Sept. 22, 9:30-11 p.m. EDT.
Author: Mary Chase; adaptation: Jacqueline Babbin and Audrey Gellen; producer: Talent Assoc.; director: George Schafer.

PETER GUNN

That favorite character of detective fiction, the young, handsome, debonair private eye, ready to risk his license and his neck for a fee or a friend, always with a suave cynicism, has another colleague on tv. He's Peter Gunn, hero of the new NBC-TV series of that name, portrayed with full measure of devil-may-care debonairness by Craig Stevens, who looks the part as well as he plays it.

The first of the *Peter Gunn* series, telecast Sept. 22, opens with an attention-riveting sequence in which a limousine is pursued and sirened to the curb by a police car whose uniformed occupants cold-bloodedly empty their revolvers into the limousine's passengers. In tracking down the killers and their employer, Peter Gunn tenderly eludes the sentimental advances of a young singer at his favorite night club, "Mother's"; rashly attempts to intercede for Mother with the head of the gang that is shaking her down; brusquely tosses a pair of hoodlums down a flight of stairs; masterfully forces the boss' henchman to force the boss into self-incriminating action and blithely wards off all attempts by the law to find out what he's up to.

As the love-struck night club thrush, Lola Albright is sweet, young and beautiful as well as tuneful. The club's owner, played by Hope Emerson, is appropriately hard and worldly-wise. Herschel Bernardi, as Lt. Jacobi of the police force, gives the role the feeling of dogged determination that is traditional for such parts. This trio will continue through the series as foils for the insouciant Mr. Gunn. Outstanding among the assorted characters of the initial program was Jack Weston as the terrified hoodlum whom Peter Gunn forces to defy the boss to save his life.

Simple plots, lots of action and a large

First With The Memphis TV Audience

WREC-TV's superior local programming and news coverage is combined with a basic CBS Television affiliation to make certain that: "In Memphis there's more to see on Channel 3." Full power and highest antenna deliver complete coverage of the great Mid-South market. It's the *right* combination for your advertising message. See your Katz man for availabilities.

First by All Surveys

Here are the latest Memphis surveys showing leads in competitively rated quarter hours, sign-on to sign-off, Sunday thru Saturday:

	A. R. B. May '58 (Metro Area)	Pulse May '58 (Metro Area)	Nielsen Feb.-Apr. '58 (Station Area)
WREC-TV	**201**	**240**	**195**
Sta. B	122	93	74
Sta. C	53	47	107

WREC-TV
Channel 3 Memphis

CBS TELEVISION

Represented Nationally by the Katz Agency

AUTOMATIC COVERAGE DISPENSER (SPECIES: UNI-GRAPHIC TRIPOD)

IT'S THE EASY, ECONOMICAL WAY TO COVER THE UPPER, LEFT-HAND HUNK OF RICH RICH TEXAS. WITH ONE COMBINATION BUY, WEST TEXAS TELEVISION NETWORK WILL SIMUL-CAST YOUR MESSAGE TO MORE THAN 372,715 TV SETS. OR YOU CAN USE ANY PAIR OR ANY INDIVIDUAL STATION!

K/DUB stations
KDUB-TV LUBBOCK, TEXAS
KPAR-TV ABILENE - SWEETWATER
KEDY-TV BIG SPRING, TEXAS

President & Gen. Mgr.: W. D. "Dub" Rogers
Nat'l. Sales Mgr.: John Henry

pinch of sophisticated humor seems to be the formula adopted for *Peter Gunn* by its creator, Blake Edwards, who wrote, produced and directed the series opener. A major asset of the program is its background music, composed and conducted in the best jazz tradition by Henry Mancini, who uses his music to build the mood, emphasize the action or, on occasion, add a critical comment on what's going on in the drama.

Production costs: Approximately $40,000. Sponsored by Bristol-Myers Co. through Doherty, Clifford, Steers & Shenfield on NBC-TV, Mon., 9-9:30 p.m. Started Sept. 22.

Produced by Sparton Productions at Universal-International Studios in Hollywood; executive producer: Gordon Oliver; producer, director, writer: Blake Edwards.

SAMMY KAYE

It's a nostalgic half-hour these 10 p.m. Saturdays on ABC-TV. In the Manhattan shirt department there's molecular memory, and in the music department there's the old swing-and-sway, sounding the same way it did all those years ago. It's reassuring in a world where atoms grow hotter and music grows cooler that Sammy Kaye should go on unchanged. He's even hung onto his "old and dusty, faded manuscripts." The show even looks as it used to sound on the radio.

They've given the Kaye ensemble a decent production and the musicians all turn in reliable performances—whether it's a hot and authentic-sounding Hawaiian War Chant, or something to soothe the week's jangled nerves. It's a nice Saturday-night-type sound but too short-lived.

Production costs: Approximately $55,000. Sponsored by Manhattan Shirt Co. through Peck Adv. on ABC-TV Saturday, 10-10:30 EDT p.m. Started Sept. 20.

Starring Sammy Kaye and his orchestra and featuring Johnny Amoroso, Lynn Roberts, Ray Michaels, Susan Silo, Hank Kanui and the Kaydets.

Produced by: A Lawrence White Production
Executive Producer: Lawrence White
Associate Producer-Writer: George T. Simon
Director: Cort Steen

COUNTY FAIR

County Fair, which NBC-TV premiered Sept. 22, as a title is too broad for this weekday afternoon frolic for housewives who are biding their time until hubby gets home from work. Bert Parks stars in this half-hour county fair sideshow. He apparently has his orders to attract the attention of midway strollers who are intent on getting to more exciting fair adventures, or even to household tasks. The Sept. 23 performance hardly delayed any dinner preparations.

Mr. Parks works nobly to hold his audience around him in the center ring with "fun, music and games." Primarily, the show emphasizes studio audience-participation. Barker-announcer Ken Williams intro-

POWER PACKED!!

"BIG JOHNNY REB"

540 on the DIAL
CLEAR CHANNEL
POWER . . . 5000 Watts
AREA . . . 22,700 Sq. miles
1,440,600 Confederates

WDAK covers MORE than the OTHER FOUR!

NBC
Columbus, Ga.

WDAK

First on the Dial in Dixie
Headley-Reed — James Ayers

On movin' pelves - and pizza

Nobody around WOOD-TV is stupid enough to recommend that old jazz of trying to sell refrigerators to Eskimos.

So — when our esteemed client, the Pizza Palace, declared a willingness to pop for a schedule, local salesman Dave McConnaughey pitched the one WOOD-TV show that is frankly Rock 'N' Roll — O'Hara's BOP HOP on Saturday afternoon.

The result was a sellout of all pizzas before the dinner hour had passed — not once, but twice! Other advertisers like Seven-Up, original and major sponsor; Seyfert's (Potato Chips); Eckrich (Hot Dogs); Leonard Distributing (Record Players); are also happy as gold bugs on the mother lode.

To these clients who have bought BOP HOP, cash register results are a lot more impressive than the show's top ARB rating.

For *some* products, teenagers are all-important — and WOOD-TV has the show and the personality to reach them. If you want to emulate the Pizza Palace, consider O'Hara's selling ability on BOP HOP the next time Katz advises there is an availability.

WOOD-TV is first—morning, noon, night, Monday through Sunday—May '58 ARB Grand Rapids

WOOD-AM is first—morning, noon, night, Monday through Sunday—April '58 Pulse Grand Rapids

Everybody in Western Michigan is a WOODwatcher.

WOOD AM TV

WOODland Center, Grand Rapids, Michigan

WOOD-TV - NBC Basic for Western and Central Michigan: Grand Rapids, Battle Creek, Kalamazoo, Muskegon and Lansing. WOOD - Radio - NBC.

MBS
RADIO
CBS
RADIO
PEPSI-COLA

"Be Sociable..."

"Be sociable, have a Pepsi." That theme earmarks one of the important advertising campaigns of broadcast history: Pepsi-Cola's current 14-week drive on all four radio networks *at once*. Pepsi tapped network radio for this promotion to reach and register with a total population. (Campaign magnitude: an estimated half-*billion* impressions.) As the company said, "...no other medium offers the speed, penetration, saturation and continuity; nor can any other medium reach so many people at a comparable cost per thousand impressions." So whether you need all four networks or one (we know one)—have network radio, and be sociable. Mix with people.... *Circulate* more!

CBS Radio Network

Nielsen Shows....

WSYR-TV Weekly Circulation Tops Competition by 39,170 Homes

The 1958 Nielsen study shows WSYR-TV delivering a vastly greater coverage area . . . more counties where circulation exceeds 50% . . . more circulation nighttime and daytime.

...67,350 More Homes When You Add the Bonus Circulation (28,180 Homes) of WSYE-TV

When you buy WSYR-TV, you also get the audience of its satellite station, WSYE-TV, Elmira.

And finally, if ratings fascinate you: the June ARB report for Syracuse gives WSYR-TV 52.9% of total weekly audience; 63.9% from noon to 6 P.M. Mon.-Fri.; 54.6% from 6 P.M. to 10 P.M. Mon.-Fri.; 71.8% from sign-on to 6 P.M. Sundays.

Get the Full Story from HARRINGTON, RIGHTER & PARSONS

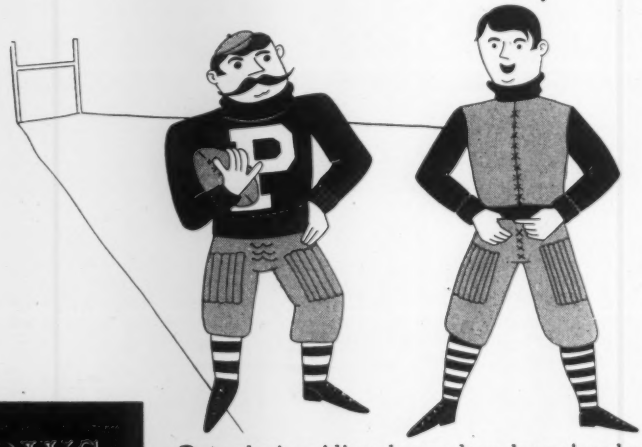
WSYR • TV

NBC Affiliate

Channel 3 • **SYRACUSE, N. Y.** • *100 KW*

Plus WSYE-TV channel 18 ELMIRA, N. Y.

"Notre Dame? Must be a breather. Never heard of the place myself . . ."



IT PAYS TO KNOW THE ANSWERS

Saturday's gridiron heroes have long since learned that upsets are in store when information is not. The same is true (often with more permanent damage) in television and radio. That's why BROADCASTING has the biggest cheering section of *PAID* subscribers (by far) . . . the most informative scouting reports of all . . . the most timely interception of news, trends, authoritative analyses in the whole business of broadcast advertising. With BROADCASTING coaching latest facts, you have the background to call the plays. Right now you can make a first down by sending $3.50 for 26 introductory weeks of *THE* TV-radio businessweekly!

BROADCASTING

1735 DeSales Street, N. W., Washington 6, D. C.

duced the star of the show, who immediately led off with the first of an array of stunts, all of which suffered from lack of time for adequate completion. Either shorter stunts should be arranged or a few commercials omitted.

When ringmaster Mr. Parks detects signs of restlessness in his audience he comes up with another crowd-pleaser—the "celebrity corner." The guest Sept. 23 was Jonathan Winters who was introduced, naturally, through a stunt. The audience had been given numbers upon entering the studio. Mr. Parks called number 134 for a prize. Turned out everyone had that number except Mr. Winters who was seated in the audience without a number. Thus setting the stage for conversation, Jack Paar's popular *Tonight* substitute entered the circle to tell fair-type anecdotes.

The only prize NBC-TV's *County Fair* can shoot for in this season of all-sized fairs is a possible ribbon for a "game try."

Production costs: Approximately $27,000 a week.

Sponsored by Frigidaire Div., General Motors Corp.; Lever Brothers Co.; National Biscuit Co.; Sandura Co.; Sterling Drug Inc.; and General Foods on NBC-TV, Mon.-Fri., 4:30-5 p.m. EDT. Started Sept. 22.

Producer: Gale-Gernannt Productions with NBC-TV. Director: Joe Durand.

JIMMY DEAN SHOW

In spite of a Brooks Brothers suit, in spite of a New York City locale, in spite of city-folk guest stars, Jimmy Dean remains a country boy. An attempt has been made to sophisticate the Texas-born singer on his daily CBS-TV show, but the Madison Avenue make-up is only skin deep.

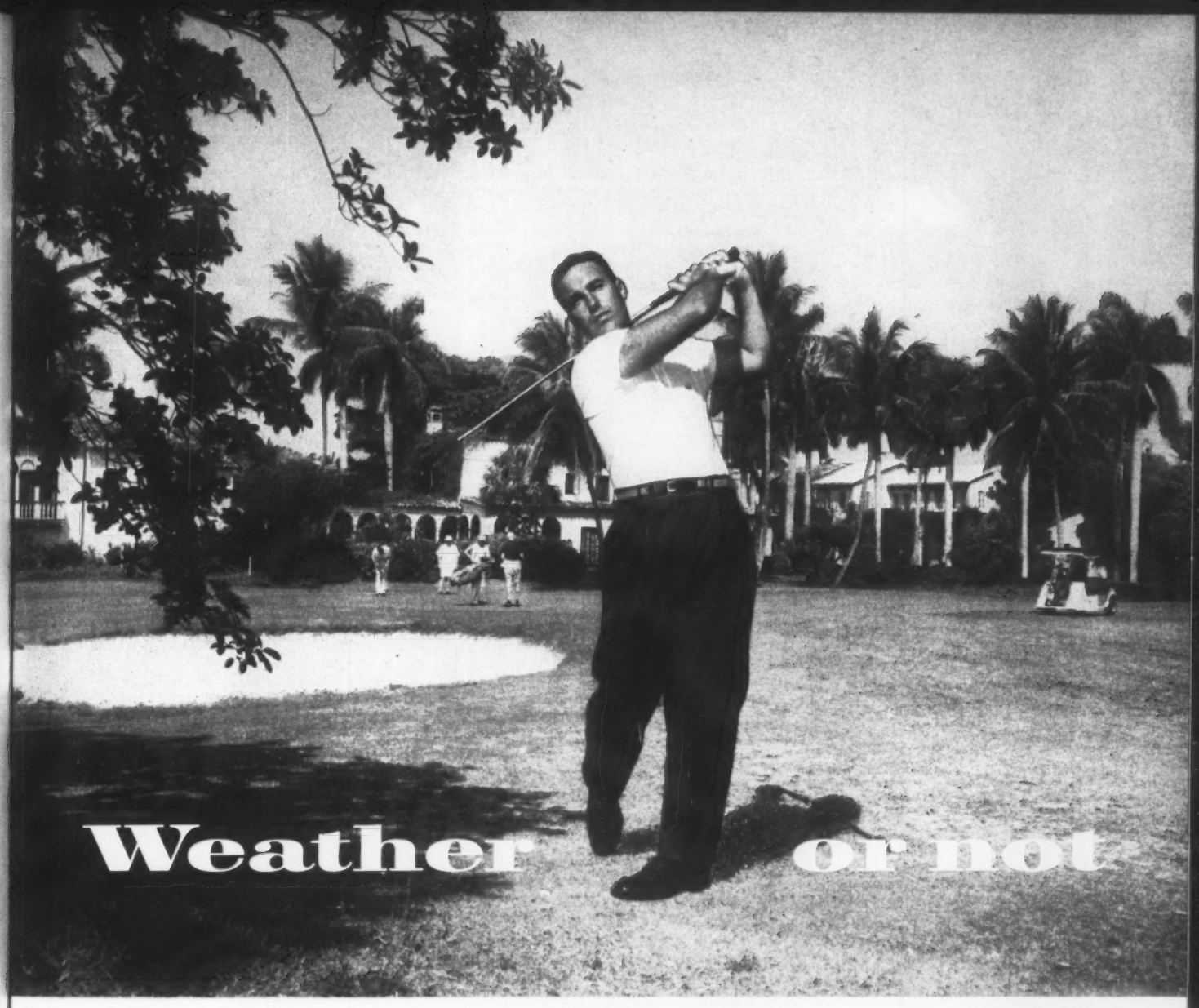
On the Sept. 23 show of the afternoon series, Jimmy was as affable and easy-going as if he were back in Washington, D. C., emceeing *Town & Country Jamboree*. He didn't have his guitar, but when he stretched out on an hammock to sing (sort of) "It's My Lazy Day," Percy Kilbride couldn't have been more folksy.

His "Girl of the Week" this last week was Gretchen Wyler, a talented dancer and personality, who presented a vivid contrast to Jimmy. But he worked well with her, not all non-plussed by the more mercurial Gretchen. Judging from this past Tuesday's easy performance, Jimmy can go on talking about his mother, his wife and Texas, and singing popular songs and hymns for the next 30 or 40 years. And he's got a message too: "Love Thy Neighbor." It's an old line from the Bible, but when *he* says it, he sounds as though he means it.

Production costs: Approximately $35,000 weekly.

Sponsored by Lever Bros. (Sullivan, Stauffer, Colwell & Bayles); Gerber Baby Foods (D'Arcy Adv), Libby, McNeill & Libby (J. Walter Thompson); Eastman Kodak (JWT), Johnson & Johnson (Y&R) and Miles Labs (Geoffrey Wade Adv Chicago) on CBS-TV (Mon.-Fri., 2-2:30 p.m.). Started Sept. 15.

Producer: Barry Wood; directors: Jerry Shaw and Lee Tredanari; writers: Joe Bigelow and David Greggory.



Daytime is always playtime in Florida

The fact was well publicized last winter that Florida didn't play her usual stellar role of the warm, tropical temptress. We join with the critics in declaring it her worst performance in that role during the last 47 seasons.

Yet, even so, there were many qualities Florida afforded the vacationist which, in fairness, should not go unmentioned.

It is true that Florida's typically balmy tropical evenings were missing. But, her sun-time temperatures in the most popular resort centers provided ample comfort for out-of-door fun and vacation enjoyment.

A LOOK AT THE RECORD

For example, at five south Florida cities, Weather Bureau records show the daily range of December, January, February temperatures averaged a 54.1° low and a 69.6° high. This average range did not come up to usual June-like weather prevailing here in normal winter seasons. Particularly under par were the minimum readings which, on too many occasions, got uncomfortably close to freezing. But these lows occurred at nighttime when most tourists are warmly tucked into bed.

Practically every afternoon was ideal for golf, for tennis, for fishing, for seeing the sights, or visiting the race tracks.

As a matter of fact, there were swim-suited people out on the beaches sun-tanning, four days out of five throughout the winter. Surf temperatures, higher than air temperatures, were comfortable for bathing.

This may seem curious, even incredible, to those who have not experienced the power of subtropical sunshine. That's why we say again —regardless of nighttime lows, daytime is always playtime in Florida.

Florida Development Commission
515-M Caldwell Building
Tallahassee, Florida

Florida

YEAR 'ROUND LAND OF GOOD LIVING

6 to 60

Sell 'em All

with

RADIO RAHALL

Rahall Stations attract every age group 6 to 60 with every catagory of programming . . . news, music, sports and public service events. Your product is sold by top personalities . . . on these top-rated Hooper and Pulse stations.

WKAP
ALLENTOWN, PA.

Again #1 Hooper, May and June, morning and afternoon. Try the afternoon show 4 to 6 p. m. with Dopey Duncan and Bob Newman.

WFEA
MANCHESTER, N.H.

Top Pulse, Manchester, Concord, Nashau markets. Morning shows 5 to 10 a.m. with Chuck O'Neill and Norm Bailey.

WTSP
ST. PETERSBURG-FLA.

5000 watts, top personality station in the Tampa-St. Petersburg markets. The major league game of the day station for the Florida west coast.

WWNR
BECKLEY, W. VA.

#1 Hooper, morning, noon and night. Morning shows 5 to 9:45 a.m. with Russ Cooke and Gary Dent.

WNAR
NORRISTOWN, PA.

Top Pulse in rich Montgomery County market. Morning shows 6 to 9 a.m. with Tony Bekas and Don Jones.

sold nationally thru
WEED & CO.
Joe Rahall, President
"Oggie" Davies, Gen. Manager

OPEN MIKE

Katz Fan Club

EDITOR:

I have always admired Joseph Katz as a business acquaintance and now my admiration for him soars even higher as I read his MONDAY MEMO in your Sept. 15 issue.

I have always felt the same as Mr. Katz regarding the phrasing and delivery of commercials. It flatters my ego no end to know that a man of his calibre has thoughts running in the same channel as mine regarding this particular phase of the business.

Henry Hickman
WFBR Baltimore

EDITOR:

Joseph Katz hit the nail squarely on the head. I have been wondering how long the agencies would permit their copy writers to continually misuse the poor, tired and now trite word "amazing."

Hugh Barclay
Manager
WJDM-TV Panama City, Fla.

Wanted: Used Transmitter

EDITOR:

The Christian Radio Mission is attempting to establish a radio station in Pusan, Korea. We are interested in producing educational, cultural and religious programs designed for the people of South Korea.

But we have a problem. We do not have funds to purchase a transmitter as quickly as we need to take advantage of the opportunity of broadcasting. Perhaps some station that has a used one could see its way clear to contribute it to this program. The U. S. government authorizes contributions made to this work to be deductible from income tax.

V. Alex Bills, Field Director
Christian Radio Mission
804 Mississippi St.
Amarillo, Tex.

Want That Code

EDITOR:

Please send me 160 copies of "A Code for Censorship in Time of War" [LEAD STORY, Aug. 4].

C. Bruce Wright
Deputy Director, Public Relations
Maine Civil Defense
Augusta, Me.

EDITOR:

Please send me 10 copies . . .

Donald Lasser
President
WICH Norwich, Conn.

EDITOR:

. . . 10 copies . . .

Donald G. Coe
Director, Special Events
ABC, New York

[EDITOR'S NOTE: The story and text about the government's stand-by censorship code were carried exclusively in BROADCASTING Aug. 4. Reprints are available at cost, 10 cents per copy, minimum order 10 copies.]

No Proxies

EDITOR:

I know that most papas are proud of pictures of their newly arrived offspring, and sometimes to the boredom of their friends. However, I thought the readers of BROADCASTING might be amused by the enclosed for a particular reason. Each member of the group is a stockholder in John Poole Broadcasting Co. and shares an interest in KBIG Avalon and KBIF Fresno [both California].

Standing at the rear is John Poole, president of the company, and seated is Olivia A. Poole, vice president and director. The newest stockholder is Mark Edward Poole (age 10 days) . . .

John H. Poole, president
John Poole Broadcasting Co.
Corona Del Mar, Calif.

One Left Out

EDITOR:

Conspicuously absent from your listing of the markets and stations that will get "Bold Action" off the ground [BROADCASTING, Sept. 8] was KLZ-TV. How come? In your own story Mr. Kohn paid special tribute to Bob Hart of KLZ-TV who did a great deal in setting up the whole thing.

Hugh B. Terry
President & General Manager
KLZ-TV Denver

[EDITOR'S NOTE: Through an error in transmission, KLZ-TV was inadvertently omitted from the Denver listing. Bold Action is a plan for extensive use of television by furniture stores.]

Rebuttal

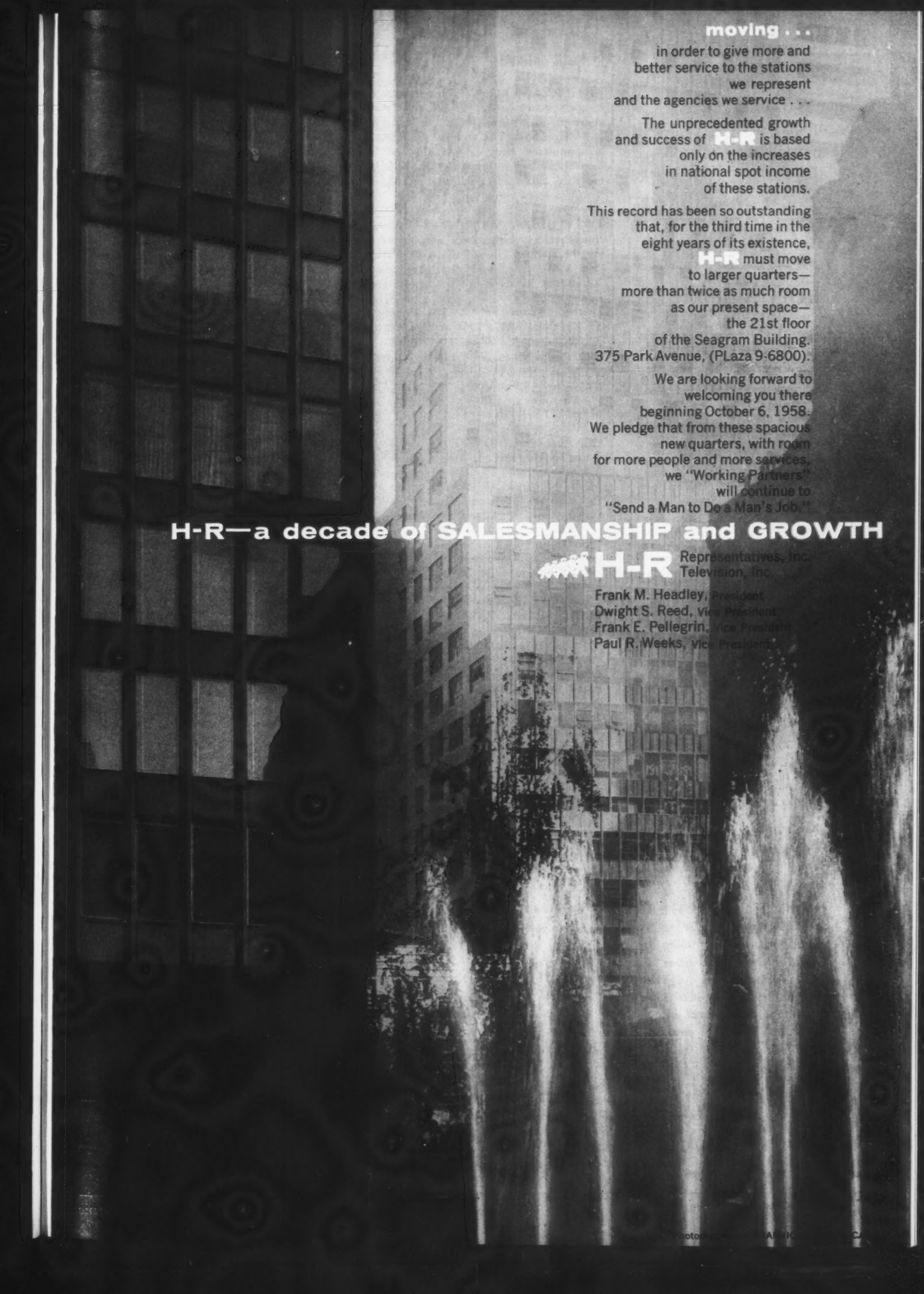
EDITOR:

With reference to the letter "Matter of Deduction" from Mr. Heckman, news director of WIBC Indianapolis [OPEN MIKE, Sept. 8], and WFIL's coverage of the Teal slaying: These are the facts we reported.

Shortly after Teal's murder was flashed on the wire, I spoke with a detective sergeant of the Indianapolis police force. We were on the air via beep phone, and he said on the air (and on tape) that "a love angle" was involved in the slaying. Our listeners heard this some 16 to 18 hours before wire service reports confirmed it. A transcript of the tape is available.

These are the facts. We stand by them. In sending the story to BROADCASTING we attempted to show, once again, the many ways a news story can be gathered together by radio. No reflection on WIBC intended.

John Raleigh
Director of news cruiser operations
WFIL Philadelphia



moving . . .

in order to give more and
better service to the stations
we represent
and the agencies we service . . .

The unprecedented growth
and success of **H-R** is based
only on the increases
in national spot income
of these stations.

This record has been so outstanding
that, for the third time in the
eight years of its existence,
H-R must move
to larger quarters—
more than twice as much room
as our present space—
the 21st floor
of the Seagram Building.
375 Park Avenue, (PLaza 9-6800).

We are looking forward to
welcoming you there
beginning October 6, 1958.
We pledge that from these spacious
new quarters, with room
for more people and more services,
we "Working Partners"
will continue to
"Send a Man to Do a Man's Job."

H-R—a decade of SALESMANSHIP and GROWTH

H-R Representatives, Inc.
Television, Inc.

Frank M. Headley, President
Dwight S. Reed, Vice President
Frank E. Pellegrin, Vice President
Paul R. Weeks, Vice President

Fort Wayne's
Number 1
Network Radio Station*

WANE
Fort Wayne

CBS

Represented by Petry
**Pulse, April, 1958*

A CORINTHIAN STATION
KOTV Tulsa • KGUL-TV Houston
WANE & WANE-TV Fort Wayne
WISH & WISH-TV Indianapolis

QUAD-CITIES
ROCK ISLAND • MOLINE • E. MOLINE • DAVENPORT
now the nation's
47th
TV MARKET
according to Television Age Magazine

RETAIL SALES are above the national average. Rock Island, Moline, East Moline are rated as "preferred cities" by Sales Management magazine for the first 6 months of 1958. You too, can expect above-average sales if you BUY WHBF-TV NOW!

WHBF-TV
CBS FOR THE QUAD-CITIES
Scott County, Iowa, Rock Island County, Illinois
Represented by Avery-Knodel, Inc.

IN PUBLIC INTEREST

ARTIFICIAL LEG • WSPB Sarasota, Fla., listeners donated over $1,300 for the purchase of an artificial leg for an eight-year-old Miami boy. The youngster's leg had to be amputated after he was attacked by a tiger shark while swimming. WSPB's Connie Rice called for donations on his daily *Sarasota Speaks* program.

TB-TV QUIZ • WTTG (TV) Washington conducted a public service quiz game, during the summer, to aid the local Tuberculosis Assn. The *TB-TV Quiz* drew over 6,700 entries during a six-week period. Essays were written by 25 finalists on "What I Learned About Tuberculosis During the TB-TV Quiz" with a 1958 auto as first prize. The Tuberculosis Assn. tabulated all daily entries, which contained answers to various questions about TB, to determine the weak areas in its educational program. Future educational efforts will be guided by results of the WTTG quiz.

CONELRAD PROMOTION • WFAA Dallas made area residents conscious of Conelrad through a half-page newspaper ad. Telling the Conelrad story in simple, direct and easy to understand words, the WFFA ad not only explained the wartime-alert procedure, but also covered the system's operation in case of severe weather warnings. To aid listeners in remembering Conelrad frequencies, the ad offered a free sticker for placement on home radio sets.

BLIND SERIES • ABC Radio launched a new weekly dramatic series dealing with the experiences of sightless persons yesterday (Sept. 28) 8:05-8:30 p.m. The series, titled *This Is the Challenge* is being produced by ABC Radio in cooperation with the American Foundation for the Blind. The premiere program features Mrs. Hellen Tullis, a Baltimore broadcaster who won *McCall's* 1953 "Golden Mike" award as the "outstanding radio woman of the year."

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W. Washington 6, D. C.

PLEASE START MY SUBSCRIPTION
WITH THE NEXT ISSUE —

☐ 52 weekly issues of BROADCASTING $7.00
☐ 52 weekly issues and Yearbook Number 11.00
☐ Enclosed ☐ Bill

name

title/position (occupation required)

company name

address

city *zone* *state*

Please send to home address— —

Broadcasting Publications Inc.

Sol Taishoff, President
Maury Long, Vice President
Edwin H. James, Vice President
H. H. Tash, Secretary
B. T. Taishoff, Treasurer
Irving C. Miller, Comptroller
Lawrence B. Taishoff, Asst. Sec.-Treas.

BROADCASTING* TELECASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Published every Monday by Broadcasting Publications Inc.

Executive and Publication Headquarters
Broadcasting • Telecasting Bldg.
1735 DeSales St., N. W., Washington 6, D. C.
Telephone: MEtropolitan 8-1022

EDITOR & PUBLISHER: Sol Taishoff
MANAGING EDITOR: Edwin H. James
SENIOR EDITORS: Rufus Crater (New York), J. Frank Beatty, Bruce Robertson (Hollywood), Fred Fitzgerald, Earl B. Abrams
NEWS EDITOR: Donald V. West
SPECIAL PROJECTS EDITOR: David Glickman
ASSOCIATE EDITOR: Harold Hopkins
ASSISTANT EDITORS: Dawson Nail, Jacqueline Eagle
STAFF WRITERS: Lee Edwards, Richard Erickson, Myron Scholnick, Benjamin Seff, Jim Thomas.
EDITORIAL ASSISTANTS: Rita Cournoyer, George Darlington
SECRETARY TO THE PUBLISHER: Gladys L. Hall

BUSINESS

VICE PRESIDENT & GENERAL MANAGER: Maury Long
SALES MANAGER: Winfield R. Levi (New York)
SOUTHERN SALES MANAGER: Ed Sellers
PRODUCTION MANAGER: George L. Dant
TRAFFIC MANAGER: Harry Stevens
CLASSIFIED ADVERTISING: Doris Kelly
ADVERTISING ASSISTANTS: Merilyn Bean, John Henner, Ada Michael
COMPTROLLER: Irving C. Miller
ASSISTANT AUDITOR: Eunice Weston
SECRETARY TO GENERAL MANAGER: Eleanor Schadi

CIRCULATION & READER'S SERVICE

MANAGER: John P. Cosgrove
SUBSCRIPTION MANAGER: Frank N. Gentile
CIRCULATION ASSISTANTS: Gerry Cleary, Christine Harageones, Charles Harpold, Dwight Nicholas, Marilyn Peizer

BUREAUS

NEW YORK
444 Madison Ave., Zone 22, PLaza 5-8355
Editorial

SENIOR EDITOR: Rufus Crater
BUREAU NEWS MANAGER: Lawrence Christopher
ASST. NEW YORK EDITOR: David W. Berlyn
NEW YORK FEATURES EDITOR: Rocco Famighetti
ASSISTANT EDITOR: Frank P. Model
STAFF WRITER: Diane Schwartz

Business

SALES MANAGER: Winfield R. Levi
SALES SERVICE MANAGER: Eleanor R. Manning
EASTERN SALES MANAGER: Kenneth Cowan
ADVERTISING ASSISTANT: Donna Trolinger

CHICAGO
360 N. Michigan Ave., Zone 1, CEntral 6-4115
MIDWEST NEWS EDITOR: John Osbon
MIDWEST SALES MANAGER: Warren W. Middleton, Barbara Kolar

HOLLYWOOD
6253 Hollywood Blvd., Zone 28, HOllywood 3-3148
SENIOR EDITOR: Bruce Robertson
WESTERN SALES MANAGER: Bill Merritt, Virginia Stricker

Toronto, 11 Burton Road, Zone 10, HUdson 9-2694
James Montagnes

SUBSCRIPTION PRICES: Annual subscription for 52 weekly issues $7.00. Annual subscription including Yearbook Number $11.00. Add $1.00 per year for Canadian and foreign postage. Subscriber's occupation required. Regular issues 35¢ per copy; Yearbook Number $4.00 per copy.

SUBSCRIPTION ORDERS AND ADDRESS CHANGES: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D. C. On changes, please include both old and new addresses.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953.

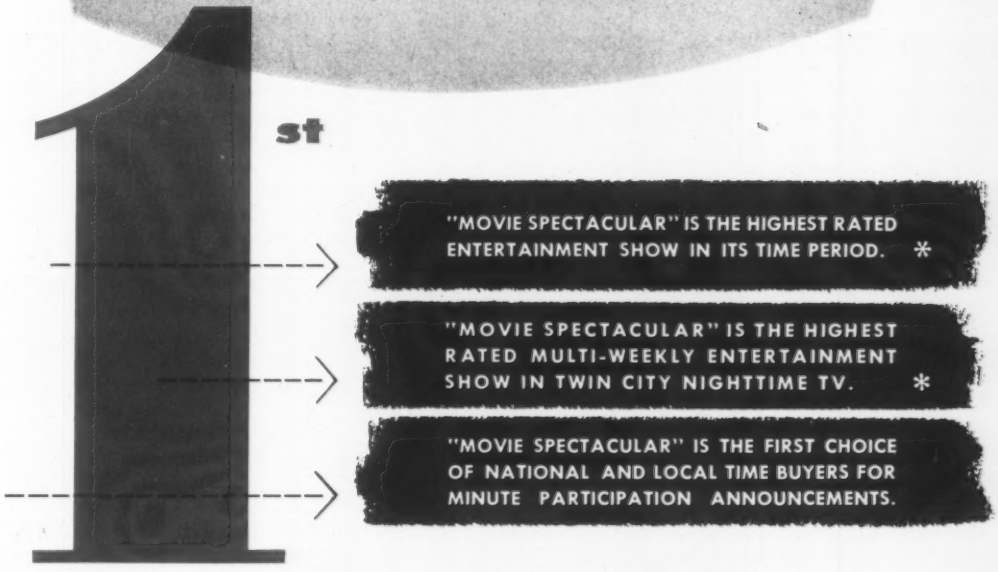
*Reg. U. S. Patent Office
Copyright 1958 by Broadcasting Publications Inc.

ARB and Nielsen agree! **now 1st in the Twin Cities**

MOVIE SPECTACULAR

PARAMOUNT
WARNER BROS.
MGM
UNITED ARTISTS

NOW 10:00 P.M.-12:00 M.
7 NIGHTS WEEKLY
WTCN-TV


1st
"MOVIE SPECTACULAR" IS THE HIGHEST RATED ENTERTAINMENT SHOW IN ITS TIME PERIOD. *
"MOVIE SPECTACULAR" IS THE HIGHEST RATED MULTI-WEEKLY ENTERTAINMENT SHOW IN TWIN CITY NIGHTTIME TV. *
"MOVIE SPECTACULAR" IS THE FIRST CHOICE OF NATIONAL AND LOCAL TIME BUYERS FOR MINUTE PARTICIPATION ANNOUNCEMENTS.

ASK BOB FRANSEN WTCN-TV NATIONAL SALES MANAGER OR YOUR KATZ MAN FOR SALES INFORMATION, RATING DETAILS, AND THE FEW REMAINING AVAILABILITIES.

WTCN-TV 11
MINNEAPOLIS • ST. PAUL

Represented nationally by the Katz Agency
Affiliate ABC-Television Network

* ARB AND NIELSEN AUGUST 1958 AVERAGE OF ALL COMPETITIVE TIME PERIODS.

BROADCAST
TO
Oakland County
PONTIAC
MICHIGAN
A
CONCENTRATED
MICHIGAN AUDIENCE
WPON
serving
A
Billion Dollar
Market
1st
IN PONTIAC HOOPER

	7:00 A.M.—12:00 Noon Monday Thru Friday	12:00 Noon—6:00 P.M. Monday Thru Friday
WPON	39	46.5
Sta. B	24.1	14.0
Sta. C	11.9	8.1
Sta. D	10.0	5.4

C. E. Hooper, May, 1958

CONTACT
VENARD RINTOUL & McCONNELL, INC.

Associated with Lansing's

WILS
music news sports

OUR RESPECTS

to Richard Alden Ray Pickham

SEVEN YEARS AGO, when Dick Pinkham was manager of network planning at NBC-TV, Sylvester L. (Pat) Weaver had occasion—one bad day—to refer to his protege as "Frank Failure." An ardent disciple of playwright Richard Brinsley Sheridan, Mr. Weaver not long after had cause to change his mind. Under the management of Mr. Pinkham—by then elevated to executive producer of *Today*, *Home*, and *Tonight*—NBC had tapped a new lode of advertiser revenue. Mr. Weaver waxed ecstatic, renamed him "Tom Triumph."

The two had first met in 1940 when Mr. Pinkham was the Half & Half smoking tobacco account man at Lord & Thomas (now Foote, Cone & Belding) and Mr. Weaver the advertising manager of American Tobacco Co. After a long working relationship with Mr. Weaver (interrupted by a military interlude that saw naval officer Pinkham end the war as c. o. of a four-stacked World War I-vintage destroyer), Mr. Pinkham has grounds to "plead special prejudice" for networking.

As vice president of tv-radio at Ted Bates & Co. since spring 1957, Mr. Pinkham has been subtly reshaping the image of Bates as "a spot agency." Case in point: Brown & Williamson Tobacco Co., which last year spent most of its broadcast allocations ($9 million) in spot, now has $10 million tied up in network commitments (*The Texan, Naked City, Wanted: Dead or Alive* and *The Wednesday Night Fights*) in addition to a $5 million spot budget.

This kind of fervor is all the more significant when one considers that Dick Pinkham is relatively new to broadcasting, having begun in opposition media.

BORN April 11, 1914, in New York City, he is a product of Choate ('32) and Yale U. ('36). After Yale, Dick Pinkham did the "proper thing": He joined fellow Yaleman Henry R. Luce's *Time*. Beginning as a cub copywriter, he quit in 1938 to join a friend in an ill-fated two-man agency venture, afterwards set out to correct his credentials by "putting in exactly 366 days behind the other side of the counter" at James McCreery & Co. as the youngest (25) advertising manager in New York department store history. From there it was just a few city blocks to L&T—and Pat Weaver. In June 1941—a month or two after his marriage to the former Mary Struthers—naval reservist Pinkham was called to active duty.

After discharge, he considered three career possibilities. "I didn't want to dedicate my life to selling tobacco," he says, and this left him a choice of politics, teaching or journalism. The latter paid best of the three. After receiving "three equally appealing" offers from *The New York Times, New York Herald Tribune*, and Time Inc., Mr. Pinkham joined the *Trib* as a general business executive, two years later moved up to circulation manager and in 1948 became a member of the board of directors. As the *Trib's* advertising revenue dropped and television's shot up, Mr. Pinkham didn't need to interpret the handwriting on the wall. He talked to his mentor, then vice president of NBC-TV, and asked him for some introductions at various agencies.

Mr. Weaver refused point-blank, instead offered him an executive assistantship. Mr. Pinkham quit the *Trib* to become, it was later put, "a dangling executive." Management consultants, sniffing about for deadwood, paused ominously before his office; Mr. Weaver promptly assigned Pinkham to executive producer of *Today*.

There Mr. Pinkham, joined by Mort Werner (another "Weaver boy," now television head of Kaiser Industries Inc.) and Matthew J. Culligan (now NBC Radio executive vice president) manfully tried to make NBC's cash registers jingle. But it wasn't until—as Mr. Pinkham puts it—"I saw $20 million worth of revenue sitting in the NBC casting office waiting room" that *Today* became tomorrow.

What he actually saw that day across the hall from his office was a monkey named J. Fred Muggs. "That ape," he recalls, "shot our ratings through the roof," and changed Frank Failure to Tom Triumph. Mr. Weaver thereupon made Pinkham chief architect on *Home;* in the autumn of 1954, he became the darling of the somnambulists and of Steve Allen, whom *Tonight* catapulted out of near-obscurity.

For his efforts, Mr. Pinkham was rewarded with the participating programs vice presidency. In February 1956 he was named programming vice president—a job Mr. Pinkham now describes as an "absolute rock crusher." There were no hours, he says, "just crises . . . you couldn't get away from it."

But he did, circuitously. Returning from Europe that Sept. 10, he was told his boss was "out"—permanently. Two months later Mr. Pinkham was named vice president of advertising. The next spring he quit to join Bates as radio-tv director.

Whenever anyone asks why he threw up his career at NBC, he'll point to a gallery of photos lining his office wall. They're of his youngsters—Penny, 15; Dickie, 13; David, 11, and Elizabeth, 8. Then, too, there's "the little matter of leisure." An avid yachtsman and golf and tennis player, he holds a "flush deck of membership cards" at Rye's Apawamis, Manursing and American Yacht clubs.

The Goose and the Golden Eggs

(Aesop updated)

A certain man had a Goose which laid him a golden egg every day. But being a greedy man he was dissatisfied with just one golden egg a day, and thinking to seize the whole treasure at once, he killed the Goose, and cutting her open found her—just what any other Goose would be! Much wants more and loses all.

So it is with many people—not content with concentrating on the one radio station in a market that delivers the golden egg on a silver platter, they kill their own goose!

Moral: pick a *Plough* Station

Radio Baltimore
WCAO

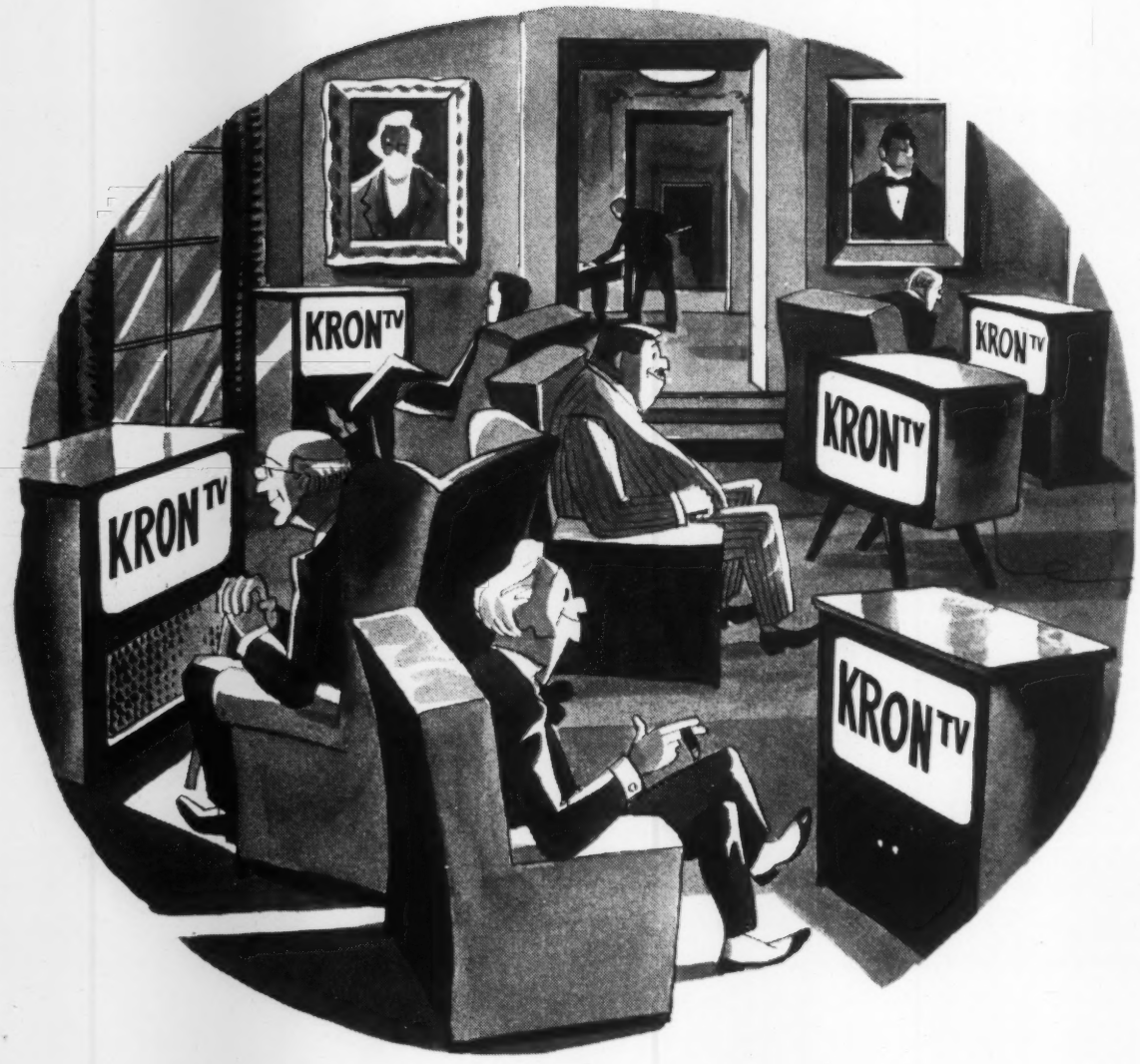
Radio Boston
WCOP

Radio Chicago
WJJD

Radio Memphis
WMPS

REPRESENTED NATIONALLY BY **RADIO-TV REPRESENTATIVES, INC.**

KRON is TV in SF



San Franciscans are sold on KRON-TV

JUNE-JULY NIELSEN
Quarter-Hour Firsts
Class AA, Mon.-Fri.

	Homes	Ratings
KRON	**30**	**24**
Sta. B	16	19
Sta. C	14	17
Sta. D	0	0

SAN FRANCISCO CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD •

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Vol. 55, No. 13 SEPTEMBER 29, 1958

NEW TWIST TO FCC CASES: INDICTMENT

- **Mack accused of selling his vote in Miami ch. 10 television grant**
- **Justice Dept., Congress committee at work on other disputed cases**

One disputed FCC television case led to a criminal indictment last week and at least one other was under grand jury investigation.

A federal grand jury in Washington indicted former FCC Comr. Richard A. Mack and his longtime friend, Thurman Whiteside, on charges that Mr. Mack sold his vote in the Miami ch. 10 case.

The same jury has been hearing evidence in other television cases, including the grant of ch. 4 Pittsburgh. That case came under Congressional investigation as well last week (see below).

The jury was sworn in last Jan. 7. Its term is 18 months.

It returned its indictment last Thursday, two days after Mr. Whiteside had appeared as a witness in an FCC re-hearing of the Miami ch. 10 case (see page 60).

If convicted of the charges, Messrs. Mack and Whiteside face maximum fines of $15,000 and up to 10-year jail terms.

Washington Justice Dept. officials said last week that arraignment of both men would probably take place Friday, Oct. 3, before a federal district judge in Washington. Neither of the men would be arrested, it was explained; they both would make arrangements to appear through their lawyers.

Bail was expected to be nominal, it was understood. This might run between $1,000 and $1,500.

In Florida, Mr. Mack was reported terming the grand jury's action as "ridiculous." He was said to have added: "I haven't seen the papers yet and feel I shouldn't provide any more comment. I haven't been worried about it all along. The whole thing just makes me feel a little sad."

Mr. Whiteside was reported as commenting: "I am not responsible for results of Washington politics. At any trial my complete innocence will be proven."

Informed of the grand jury's indictment, Rep. Oren Harris (D-Ark.), chairman of the House Oversight committee—before whom the ch. 10 scandal was first made public—commented: "It was not unexpected." Mr. Harris also stated that the committee would hold in abeyance "for a reasonable time" further investigation of the Pittsburgh ch. 4 case to allow the grand jury time to act (see separate story, page 29).

It was the opinion of some observers that a trial is probably a year or more away. It was understood that under normal procedures, motions for dismissals are first argued, after which other motions regarding elements of the indictment are heard —all before the actual trial gets underway.

The Dept. of Justice entered the Miami ch. 10 case in February of this year when Attorney General William P. Rogers ordered the FBI to investigate the allegations made during the House committee's probe.

The Attorney General then ordered the Justice Dept.'s criminal division to present the case to the 1958 grand jury.

Mr. Mack, a 48-year-old Florida Demo-

WHITESIDE — SOME OF THE $11,360 IN CHECKS HE WROTE TO HIS FRIEND — MACK

crat, was appointed to the FCC by President Eisenhower July 8, 1955. He succeeded former Comr. Frieda B. Hennock. Mr. Mack resigned March 3 under fire of the House committee investigation. He is now living in Fort Lauderdale, Fla. Mr. Mack was appointed to the Florida Railroad & Public Utilities Commission in 1947. He was later elected to the same post.

The Miami ch. 10 hearings—with four applicants vying for the vhf outlet—took place in 1954. A hearing examiner's initial decision favoring WKAT Inc. (WKAT Miami-A. Frank Katzentine) was issued March 30, 1955. Oral argument was heard by the FCC en banc on July 18, 1955, and a final decision favoring National Airlines was issued Feb. 7, 1958. Other applicants are North Dade Video Inc. and L. B. Wilson Inc.

Because of the allegations of improprieties, the FCC asked the U. S. Court of Appeals to return the case for further hearing. This was done, and the new hearings —on issues of disqualification and improprieties—began Sept. 8 before Judge Horace Stern, retired chief justice of the Pennsylvania Supreme Court.

For the latest developments in the ch. 10 hearing before Judge Stern, see page 60.

THE GRAND JURY'S CHARGES

The grand jury indictment charges that Mr. Mack and Mr. Whiteside conspired by engaging "corruptly to influence, obstruct and impede . . . the due and proper administration of the law" and "to defraud the U. S." by interfering with the business and affairs of the FCC, which should be "free from self-interest, bias and improper influence."

Both the conspiracy and the fraud were related to the proceedings involving the grant of ch. 10 in Miami, the indictment read.

The indictment stated that Mr. Whiteside promised George T. Baker, president of National Airlines and of its subsidiary, Public Service Television Inc., that he would do what he could to help obtain the ch. 10 permit for the airlines' company.

[Mr. Whiteside has maintained, both before the House Legislative Oversight Committee and just last week in the FCC rehearing before Judge Horace Stern, that he acted only to help his friend, Judge Robert H. Anderson, then a member of the Miami law firm which represented National Airlines.]

The grand jury charged that Mr. Mack listened to the "private arguments and personal pleas and financial inducements" of Mr. Whiteside in behalf of Public Service Television without notice to other members of the FCC or other parties in the comparative hearing. The indictment also charged that Mr. Mack privately pledged his vote in favor of Public Service Television "without regard to the merits of the [other] applications because of personal friendship with the said Thurman A. Whiteside and his personal and pecuniary interest in the success of the application of Public Service Television Inc. . . ."

Mr. Mack was rewarded in this manner, according to the grand jury:

That when the permit for ch. 10 was awarded to Public Service Television, that company would place its insurance with Stembler-Shelden Insurance Agency Inc.; that Mr. Whiteside would direct that part of his ownership in that agency be transferred to William Y. Stembler, "purportedly as trustee for the defendant Richard A. Mack . . ."; that Mr. Whiteside would direct the insurance company to give certain sums of money to Mr. Mack "as though actually earned by the defendant Richard A. Mack for services rendered the Stembler-Shelden Insurance Agency Inc. when in truth and in fact said sums of money would not be so earned . . ."; that Mr. Whiteside would transfer without consideration the capital stock of Andar Inc. to Mr. Mack; that Mr. Whiteside would direct the Stembler-Shelden agency to issue checks payable to Andar Inc. and that Mr. Whiteside would then direct Andar Inc. to issue checks to Mr. Mack.

The indictment charged that Mr. Mack would conceal the source of the Stembler-Shelden checks by converting all or portion of them into cashiers or treasurers checks and depositing these sums in his own bank accounts.

One charge was that Mr. Whiteside obtained a loan for Mr. Mack from a bank in which Mr. Whiteside was a director and stockholder and that Mr. Whiteside repaid the loan himself.

The indictment listed 32 "overt" acts by both Mr. Mack and Mr. Whiteside in the "furtherance of said conspiracy . . ." These took place between Sept. 6, 1955, and Nov. 4, 1957. The amounts listed add up to $11,360, and were:

- $3,000 issued by Stembler-Shelden company to Mr. Mack on or about Sept. 6, 1955.
- $1,000 issued by Stembler-Shelden company to Mr. Mack on or about Oct. 12, 1955.
- $200 issued by Mr. Whiteside on the account of Yonge & Whiteside (Mr. Whiteside's law firm) to Mr. Mack on or about Jan. 27, 1956.
- $750 issued by Stembler-Shelden company to Mr. Mack on or about March 6, 1956.
- $750 issued by Mr. Whiteside on the account of Kays Realty Corp. to Mr. Mack on or about April 11, 1956.
- $700 issued by Mr. Whiteside to Mr. Mack on or about June 13, 1956.
- $350 issued by Mr. Whiteside to Mr. Mack on or about Sept. 5, 1956.
- $400 issued by Stembler-Shelden agency to Mr. Whiteside which Mr. Whiteside endorsed to Mr. Mack on or about Nov. 14, 1956.
- $300 issued by Mr. Whiteside on his trust account to Mr. Mack on or about Jan. 7, 1957.
- $200 issued by Mr. Whiteside on his trust account to Mr. Mack on or about March 1, 1957.
- $1,000 issued by Mr. Whiteside to Mr. Mack on or about April 1, 1957.
- $600 issued by Mr. Whiteside to Mr. Mack on or about June 17, 1957.
- $1,600 issued by Andar Inc. at the direction of Mr. Whiteside to Mr. Mack on or about Sept. 10, 1957.
- $510 issued by Andar Inc. at the direction of Mr. Whiteside to Mr. Mack on or about Sept. 28, 1957.

The second count of the indictment charged that Mr. Whiteside "did corruptly influence and corruptly endeavor to influence the said Richard A. Mack to vote in favor of awarding to Public Service Television a permit to construct a new commercial television station in Miami, Fla., and, upon completion of such construction a license to operate such station on ch. 10 in the Miami, Fla., area, by privately approaching said Richard A. Mack and exerting personal influence upon said Richard A. Mack and making private arguments, personal pleas and offers of financial inducements to said Richard A. Mack, and by giving, directly and indirectly, sums of money and other things of value to the said Richard A. Mack. . . ."

The third count charged that Mr. Mack "in consideration of sums of money and other things of value given to him directly and indirectly by Thurman A. Whiteside, did corruptly take official action and vote in favor of Public Service Television Inc., in matters pertaining to the award of a permit for the construction of a new commercial television station to operate on ch. 10 in the Miami, Fla., area . . ."

The indictment charged violations of Secs. 317 and 1505 of Title 18, U. S. Code. Sec. 317 deals with conspiracy to defraud the U. S., while Sec. 1505 refers to attempts to corruptly influence the administration of U. S. laws.

THE PROSECUTORS

The grand jury indictment last week of former Comr. Richard A. Mack and his long-time friend, Miami lawyer Thurman A. Whiteside, is the work of a three-man Dept. of Justice team which has had the case since early this year when Attorney General William P. Rogers ordered the FBI to conduct an investigation of the allegations concerning the award of ch. 10 Miami to National Airlines.

The leader of the trio is Robert J. Rosthal, a dark-haired, slender 42-year-old New Yorker who is head of the government operations unit of the Criminal Div. of the Justice Dept. Mr. Rosthal served for 5½ years as chief of the compliance division of the Office of Price Administration before joining the Justice Dept. He worked on the grand jury inquiry into the Federal Housing scandals in 1954-56. Assisting Mr. Rosthal was James J. Sullivan, 62, a Boston native, who served in the U. S. Attorney's office in Boston and in the Alien Property Office in New York before coming to Washington in 1950. He was active in the Humble Oil Co. case in 1951 and in the Boston Elevated Railroad case earlier. The third Justice Dept. lawyer was Californian William J. Clancy, 32, a World War II and Korean War veteran, who has been with the Dept. of Justice for a year.

THE EVENTS THAT TURNED THINGS BLACK FOR MACK

The Richard Mack-Thurman Whiteside saga was first publicized officially last Feb. 13 — three days after accuser Bernard Schwartz had been fired as chief counsel of the Legislative Oversight Subcommittee.

Dr. Schwartz, placed under subpoena by his former employers, was put on the witness stand to tell what his investigators had learned in their investigation of the Miami ch. 10 grant to National Airlines. While under oath, he charged that then Comr. Mack sold his ch. 10 vote to attorney Whiteside for $2,650.

Counsel Schwartz produced seven canceled checks—six written since July 1955 when Comr. Mack joined the FCC—which he said proved his point. Not so, claimed Messrs. Mack and Whiteside. The checks constituted loans made by one friend to another, they both maintained.

After Dr. Schwartz aired his charges, there followed six weeks of subcommittee hearings during which a tale of *ex parte* contacts and pressures against commissioners unfolded. Many top names of Washington officialdom, including several senators, former commissioners and influence peddlers played a prominent role in testimony of witnesses.

The same week the subcommittee hearings began, Attorney General William Rogers ordered an FBI-grand jury investigation on the strength of the Schwartz charges. Last Thursday's indictments culminated this second investigation.

Still to be heard from: Results of the same grand jury's investigation of the Pittsburgh ch. 4 grant (see below).

Mr. Whiteside first testified before the subcommittee Feb. 25. He denied ever attempting to extract a "pledge" from Comr. Mack and said the checks in question were loans to a personal friend, which had been repaid. Under extensive questioning, he admitted giving Comr. Mack one-sixth ownership of Stembler-Shelden Inc., a Miami insurance agency, and sole ownership of Andar Inc. He also admitted that many of the loans had been repaid through monies channeled to Comr. Mack from these two firms. Stembler-Shelden holds the insurance for National Airlines Miami tv station, WPST-TV.

Comr. Mack followed his close friend as a witness before the House committee, appearing Feb. 25 and 26. He stoutly maintained his innocence of any wrongdoing and steadfastly denied any intention to resign. At the close of the commissioner's testimony, Subcommittee Chairman Oren Harris (D-Ark.) joined several others in calling for his resignation and threatened impeachment proceedings if Comr. Mack did not do so.

"I feel sorry for you," Rep. Harris told the visibly-shaken commissioner. "You are to be pitied, in my opinion, because . . . you have been used as a tool in this unfortunate mess. It seems to me that the best possible service that you could render now as a member of the Federal Communications Commission would be to submit your resignation."

The following Tuesday, March 4, the commissioner did submit his resignation, after, according to reports from several sources, a healthy push by Presidential Assistant Sherman Adams. (It's ironic that this same Mr. Adams resigned last week [see page 66] as a result of disclosures by the same House subcommittee). President Eisenhower accepted Comr. Mack's resignation at once.

Comr. Mack, a Democrat appointed by President Eisenhower to replace Frieda Hennock, served on the FCC just over 2½ years. Investigation by the subcommittee disclosed that his income while a commissioner exceeded his $20,000 a year salary by approximately $41,000. Rep. Harris said the source of all of this additional income has never been determined.

The FCC awarded ch. 10 to National Airlines in February 1957, reversing an initial decision which favored A. Frank Katzentine's WKAT Miami. The vote was 4-1-1, with one commissioner favoring WKAT and one a third applicant, L. B. Wilson Inc. The fourth applicant, North Dade Video, received no votes.

McCONNAUGHEY 'PLOTS' ALLEGED

The House Legislative Oversight Subcommittee last Tuesday and Wednesday (Sept. 23-24) heard charges aired that former FCC Chairman George C. McConnaughey solicited "bribes" from two applicants for ch. 4 Pittsburgh, and in turn was offered a "bribe" in the form of future law clients.

Oliver Eastland, subcommittee investigator, gave the testimony based on investigations made by himself and former Chief Investigator Baron Shacklette. The charges were aired as the House committee held its first public inquiry into ch. 4, granted July 25, 1957, following a merger of two of the five applicants.

A blanket denial of all the allegations in Mr. Eastland's testimony was issued almost immediately by practically all the principals involved, including Sen. George Smathers (D-Fla.) and Pittsburgh Mayor David Lawrence, Democratic candidate for governor of Pennsylvania.

Rep. Oren Harris (D.-Ark.), subcommittee chairman, said at the close of Wednesday's hearing that the House group planned no further action in the Pittsburgh case. "I doubt that we will pursue the matter any further," he said, noting the same grand jury which Thursday indicted Richard Mack and Thurman Whiteside for their alleged actions in the Miami ch. 10 case also is investigating the Pittsburgh grant.

Because of this second investigation, he said, the subcommittee is limited in how far it can go. On Thursday, Rep. Harris qualified his previous statement. He said the subcommittee would give the grand jury a "reasonable time" to act before resuming its own inquiry. He declined to explain what he would term "reasonable time".

However, he gave some indication that he had more than cursory awareness of the grand jury proceedings when he said it was "his understanding" it would complete its action in a few days. After a recess of several weeks, the jury was recalled early last week. A Justice Dept. spokesman said Thursday the jury is "actively considering" the bribery charges in the ch. 4 case but didn't say whether any action would be taken.

Mr. Eastland originally gave his testimony without mentioning any names. In relating specific charges, he simply referred to a former FCC chairman, or a principal in one of the applicants, an attorney for one of the applicants, a high FCC official, a member of Congress, the mayor of a large city, etc. "An effort will be made to avoid disclosures which would unfairly reflect upon the reputation of any indivdual or firm involved," he said.

Asked why names were omitted when the individuals Mr. Eastland referred to were common knowledge, Rep. Harris said that because of "past experiences of the subcommittee, there might be some justification for it."

In questioning Mr. Eastland Wednesday, however, Rep. John Moss (D-Calif.) and Rep. Joseph O'Hara (R-Minn.) brought out all the names of the principals involved. Rep. Moss said the committee now had a "skeleton" and he wanted to "put meat on the bones so there is no misunderstanding."

Applicants for ch. 4 Pittsburgh included Tv City Inc., WCAE Inc. (owned by Hearst newspapers), Matta Enterprises, Wespen Tv Inc. and Irwin Community Tv Co. The grant went to merged-applicants Tv City and WCAE, with the other three contestants paid $50,000 each for "out-of-pocket" expenses.

Mr. Eastland's specific allegations:

- Earl F. Reed and Lee W. Eckels, principals in Tv City Inc., heard "rumors" from a source they could not remember that Mr. McConnaughey solicited $50,000 from one applicant for his vote and $20,000 a year for 10 years from another.
- Mr. McConnaughey told Mr. Shacklette that Mr. Reed promised to channel some business into the then FCC chairman's son's law firm in Columbus, Ohio.
- Pittsburgh Mayor David Lawrence wrote Comrs. Bartley and Mack on behalf of Tv City Inc., with the correspondence not a part of the official record.
- Multiple-station owner George B. Storer arranged a luncheon between Mr. Reed and Comr. McConnaughey in April 1957, six weeks prior to the ch. 4 oral argument.
- Sen. George Smathers (D-Fla.) arranged a meeting between Comr. Mack and Hearst executive Richard Berlin.
- Information concerning proposed merg-

ers between Tv City Inc. and WCAE were sent to Comr. McConnaughey in a "personal" form without being made a part of the record.

• Several ex parte contacts were made between then FCC General Counsel Warren Baker and Washington attorney Raoul E. Desvernine, representing a steel company in which Messrs Reed and Eckels have substantial interests. From these contacts, "valuable information was obtained to the exclusion of other applicants," Mr. Eastland charged.

• Examination of the expenses of Irwin "indicates that their disbursement accounts were padded" to reach $50,000 and the FCC made no effort to determine if these and the expenses of the other applicants were genuine.

• FCC Hearing Examiner Elizabeth Smith should be called to explain "certain inconsistencies" in two separate initial decisions she handed down in the Pittsburgh case, one favoring Tv City and the second WCAE. He said a review of the decisions reveals "that the examiner made contradictory findings in several instances on the same set of facts."

• Members of the law firm of Pearson, Ball & Dowd, and attorney George Sutton, both of whom represented Tv City Inc., made frequent visits to the office of Comr. Mack while the ch. 4 case was pending.

• Mr. McConnaughey "appeared" to perjure himself in prior testimony before the subcommittee.

Mr. Reed was quoted as saying he would tell the investigators exactly what he told the grand jury in its investigation of the ch. 4 matter. He said his luncheon meeting with Mr. McConnaughey had been arranged by Mr. Storer. He said he did not discuss with the commissioner the merits of the ch. 4 case but did urge that oral argument be held as soon as possible. He said Mr. McConnaughey agreed to do this.

Mr. Reed denied that he promised to channel any business into the McConnaughey Columbus law firm.

When oral argument was held June 3, 1957, Mr. Reed said, he was annoyed because attorney Sutton was not present and could not understand why since it was a key proceeding and the culmination of their efforts. That same day, he said, he heard a rumor that a tie vote had been taken by the FCC with Comr. McConnaughey voting against Tv City.

Mr. Reed said he returned to Pittsburgh "mad" and the evening of June 3 first learned that Mr. McConnaughey and Mr. Sutton planned to establish a law firm together in Washington as soon as the former left the Commission. He said this disturbed him so much that he called Mr. Eckels and told him to return to Washington as soon as possible and take whatever steps were necessary to protect the interests of Tv City.

Mr. Reed also said he told the grand jury that he had heard rumors Comr. McConnaughey wanted a $50,000 fee in return for his vote in the ch. 4 case.

Looking back upon his May 1957 luncheon with Mr. McConnaughey, Mr. Reed said, it now appears to him that the commissioner was attempting to make an arrangement with Tv City in the event he was not successful in delivering the majority vote to Hearst.

Mr. Eckels told FBI agents Thomas J. Doody and Russell M. Gwynne that he returned to Washington June 4, 1957, the day following the ch. 4 oral argument, on the instruction of Mr. Reed to "put out the fire." He said he told Mr. Sutton that Tv City was not interested in buying the vote of any member of the FCC and positively would not do so.

He said he first learned of the proposed Sutton-McConnaughey partnership at this time. "I then informed Sutton that because of these circumstances and in order to forestall any later accusation of collusion," Mr. Eckels stated, Tv City did not want Comr. McConnaughey's vote. In addition, he said, he informed Mr. Sutton that he would no longer represent Tv City in efforts to secure ch. 4.

Mr. Eckels also told of hearing rumors that Comr. McConnaughey was attempting to solicit $50,000 from Tv City for his ch. 4 vote, as well as $20,000 a year for 10 years from Hearst. He said he did not remember the source of the rumors.

Mr. McConnaughey was interviewed in his Columbus office last May 8 by Mr. Shacklette, since resigned as the subcommittee's chief investigator. The ex-commissioner was quoted as saying he voted consistently for Hearst because he thought the Hearst group were superior on the merits. He said he has not received a retainer from Hearst nor did he ever solicit or receive an offer of same.

Mr. McConnaughey said he did have lunch with Mr. Reed at the latter's invitation. He said Mr. Reed insisted on discussing the ch. 4 case and told of representing clients with substantial business in Ohio. Mr. McConnaughey related the ch. 4 applicant then said he could steer their legal business into the McConnaughey Columbus law firm and the commissioner said he rejected this offer.

Mr. Shacklette then asked Mr. McConnaughey if this offer was made with the intention of inducing a favorable attitude towards Tv City in the pending ch. 4 case. "I don't know what else he could have had in mind," Mr. McConnaughey was quoted as responding. He said he did not ask Mr. Reed for any law business or any other favor but that he did tell his luncheon companion that he planned to enter private practice the following July.

From his Columbus home last Thursday evening, Mr. McConnaughey labeled Mr. Eastland's testimony "just not true," except for his (McConnaughey) statement to Mr. Shacklette read into the record.

Mr. Eastland testified that Mr. Sutton refused subcommittee investigators access to his books, records and clients nor would he allow his secretary to be interviewed. Mr. Sutton cited as grounds for the refusal, Mr. Eastland said, the fact that he had appeared before the grand jury and was still under its subpoena.

John L. FitzGerald, new FCC general counsel, was present at the hearings as the Commission's representative. He said all the details in the Eastland testimony were new to the FCC and that he had no comment. Mr. FitzGerald did explain one point which the subcommittee's witness had questioned.

This contained a penciled notation, on an FCC memorandum, in Mr. FitzGerald's handwriting that the Commission was split 3-3 on the Pittsburgh grant. He said this was not a formal vote but his "impression" of how he thought the commissioners stood after listening to their deliberations. He did not remember when he had made the notation.

Mr. Eastland had testified that immediately after the oral argument, principals in Tv City and their attorneys went to a Washington hotel where they immediately received word the Commission had split 3-3 on a vote. It was not determined where the information came from. Mr. FitzGerald denied that he relayed such information, as did Mr. McConnaughey.

Hearing Examiner Smith declined comment Thursday on Mr. Eastland's attack on her two initial decisions, but others were quick to rally to her defense. The first decision, released April 23, 1956, favored Tv City Inc. Immediately after this decision, a Tv City principal died and the record was reopened. The modified decision, released April 1, 1957, favored WCAE.

MR. EASTLAND

Mr. Baker said last Thursday that the information he gave Mr. Desvernine was no different than the information he has given many others—including senators, congressmen, newsmen, etc.

On Thursday, Rep. Harris corrected the record to show that Mayor Lawrence actually had not written Comr. Mack regarding the ch. 4 case. "I feel that no implication of improper action can be made from the action either of Mayor Lawrence or Sen. Smathers," he said. Both of the public officials defended their actions in statements to news media and the managers of Pittsburgh's four tv stations issued a joint statement lauding Mr. Lawrence for his efforts on behalf of television in Pittsburgh.

Rep. Harris opened Tuesday's hearing with a short statement regarding several tv decisions the Washington Court of Appeals has remanded to the FCC. He entered into the record an FCC letter listing the cases [GOVERNMENT, Sept. 22] and said the subcommittee's staff is studying the Commission's authority in the matter.

After this is done, he said, the subcommittee will ask the FCC for its comments with the view in mind corrective legislation may be needed. The chairman said the subcommittee is stymied in any plans for further investigations into tv grants in Boston and Indianapolis because they are included in the court-returned cases.

The subcommittee will meet tomorrow (Sept. 30) to take statements from the Federal Bar Assn. and American Bar Assn. on proposed codes of ethics for the FCC and other regulatory agencies.

Present for last week's interim hearings, in addition to Reps. Harris, O'Hara and Moss, were Reps. John Bell Williams (D-Miss.) and Morgan Moulder (D-Mo.).

AT BBDO: 100% CONVERSION TO TAPE

Agency switches live commercials to VTR, but not without problems

The age of television tape has arrived at BBDO.

With a couple of exceptions, every major "live" commercial the agency has produced for nighttime network showing in the last three months has been done on tape. Now the agency is in the process of converting its live daytime network commercials to tape.

A hint of the magnitude of the live-to-tape move may be drawn from estimates that in 1957 BBDO, fourth-ranking tv spender among all agencies, puts $71 million into television—$46 million of this in network purchases. About 40% of its program commercials are live and 60% are on film.

BBDO is by no means alone among agencies using tape. Many others are working actively in the new process (see separate story). But BBDO is the only one of the major agencies known to be converting so heavily from live to tape at this point.

Aside from the obvious advantages of immediate playback and economy of operation, BBDO authorities feel videotape allows more ambitious live type commercials. The producers, knowing a second take is always possible if the first goes wrong, are inclined to undertake extra effects that would be too risky if done live.

Al Cantwell, head of radio and live tv production for BBDO and therefore leader of the parade from live to tape, summarizes his views on what tape is and isn't, and how it should and should not be used, in this way:

"What it is today—and new developments are still coming fast—is a tremendously useful new method of extending the uses of live tv. It is not a substitute for film. Tape's real advantages can be realized only by using it as a means of recording in the live technique.

"If advertisers and agencies begin to think of it in terms of film and strive for the technical perfection of film by shooting scene by scene and take by take, many of the advantages of tape in terms of economy will be eliminated. At some future date this may not be true. But the only handicaps to tape are the psychological implications of being able to strive for technical perfection and thus losing the spontaneity and 'liveness' of live commercials. The enthusiasms of its friends may be tape's undoing unless they are aware of this problem."

One rule-of-thumb BBDO uses in deciding whether a live studio-type commercial should be on tape or on film is whether or not the commercial is to be re-used. If re-use is planned, then it is put on film. In the present unsettled status of videotape in relation to unions, re-use of tapes is not permitted. Animated commercials and those made on location are as yet impractical.

BBDO's nighttime network clients who are now using videotape for their commercials or who will swing to tape when their fall productions appear are:

Armstrong Cork and U. S. Steel (*Armstrong Circle Theatre*, alternating with *U. S. Steel Hour*, CBS-TV, Wednesdays, 10-11 p.m. EDT); Philco (*Miss America Pageant* on CBS-TV earlier this month and any additional network purchases); Rexall (*Swiss Family Robinson* hour-long special to be presented by NBC-TV Oct. 12); Sheaffer Pen (*Little Women* on CBS-TV Oct. 16 and *Gift of the Magi* in December); Westclox (*Wonderful Town* on CBS-TV Nov. 30).

In addition to these, DuPont used videotaped inserts in specials on CBS-TV last year and plans to do the same this season. Its commercials, however, are on film.

Among daytime clients, General Mills already is using some tape commercials (the rest are on film) on CBS-TV's *Verdict Is Yours*—a program that is wholly on tape—and *Secret Storm*. Other daytime clients moving into tape include Minnesota Mining & Manufacturing (which produces videotape) and Campbell Soup and Lever Bros.' Wisk detergent, all of which plan to introduce tape commercials on ABC-TV's new "Operation Daybreak" project starting in October.

Lever Bros., incidentally, was the first BBDO client to use videotape—on *Truth or Consequences* on NBC-TV last year. In that case it was not commercials but the broadcast hour that was the motivating factor. The program, live from Hollywood, was carried at 11:30 a.m. in the East, which meant it had to originate at 8:30 a.m. on the West Coast, a distressing hour to round up studio audiences. So they placed the program as if for broadcast at 5 p.m., got good studio audiences, videotaped it and played it back the next day at 11:30 eastern time. The commercials were taped right along with the program.

Both the New York and Hollywood offices of BBDO have been active in VTR [ADVERTISERS & AGENCIES, July 14], but the biggest job either has done on commercials was the Philco spots for the *Miss America Pageant* early this month—12 minutes of commercials recorded in 17 consecutive hours.

In this case tape solved two problems: cost and time. Filming would have been unfeasible because no re-use was planned, according to BBDO, and "live would have been impossible because there simply weren't enough hours in the day to accommodate rehearsals and then live production," Mr. Cantwell noted. So a week before the pageant, the cast was assembled and all eight commercials for the two-hour program were put on tape.

The economy of videotape stems in large part from the ability to tape a number of commercials in one session. This way six or eight can be completed in one session, and many of the below-the-line costs—trucking, scenery, props, etc.—can be amortized over the entire group. Mr. Cantwell estimates that producing a tape or live commercial costs about one-third as much as a film commercial and that, when several are made at one session, each tape commercial costs even less than it would live.

BBDO's experience has amassed evidence to support Mr. Cantwell's fear that "it's best friends may be tape's undoing" if they try to use it like film and re-do sequences constantly in search of perfection. In seven inserts taped for an otherwise live *DuPont Show of the Month*, it was recalled, the director repeatedly re-shot scenes to correct

MAN AND METHOD

Al Cantwell (left), head of radio and live tv production at BBDO, has been in charge of converting the agency's live commercials to videotape. At right is picture of taped shooting of a commercial for Philco used on the special "Miss America Pageant" show. Note that it is live technique with live image orthicon camera in use.

WHERE OTHER AGENCIES ARE TAPING

The taped "live" commercial—getting a big impetus from BBDO clients—this fall is beginning to "invade" most major advertising agency precincts.

The three tv networks, checked last week as to the extent of taped live commercials in New York, reported:

CBS-TV has been doing so for at least the following agencies, aside from BBDO: Norman, Craig & Kummel; Lennen & Newell; McCann-Erickson; Grey; Warwick & Legler; Emil Mogul, Young & Rubicam; Dancer-Fitzgerald-Sample; Grant; Ogilvy, Benson & Mather; Parkson; Knox Reeves; Kenyon & Eckhardt.

NBC-TV's tape activity in commercials this fall includes the following agencies: McCann-Erickson, MacManus, John & Adams; Lennen & Newell; J. Walter Thompson; Dancer-Fitzgerald-Sample. On Wednesday (Sept. 24) the network taped no fewer than 15 commercials for Bayer Aspirin (Sterling Drug, through D-F-S). On behalf of Sealtest (JWT), six commercials were taped Wednesday and four Thursday (Sept. 25). Another heavy tape user is Nabisco, via M-E, which taped six commercials on Sept. 17 and another 12 on Sept. 22. Within the next two weeks, eight advertisers are slated to tape commercials at NBC-TV—aside from agencies already mentioned are Doyle Dane Bernbach, Foote, Cone & Belding, and N. W. Ayer & Son.

At ABC-TV, only commercials "currently" being taped: P. Lorillard, via Lennen & Newell, and Oldsmobile, through D. P. Brother.

THE IMPACT ON AMPEX STOCK

Ampex Corp. of Redwood City, Calif., principal manufacturer of the magnetic tape recording system that is booming in tv, has caused some electronic shocks in sensitive Wall Street.

The company was formed in 1946 to exploit pioneering magnetic recording work conducted by Germans. It was not until 11 years later that Ampex attracted Wall Street attention. In the fiscal year ended April 1957, the company's sales had expanded 84% from fiscal 1956.

Reflecting this growth, Ampex's stock —traded over the counter but expected to be listed in the near future on the American Stock Exchange—has had a phenomenal rise.

In 1953, when the stock first was traded, price ranged from $6 to $8. By the following year it was in the $7⅞-$14½ range. In 1955, the stock was traded between a fraction above $14 to a high of $20. The next year the stock jumped from a low of $17 to a high of $43. In 1957, the year VTR premiered, the stock "range" had shot up to $30-$60. This year, the stock has jockeyed in the 44 to 57 range, reportedly was near 100 when a stock split (2½ shares for each share of stock) was effected this summer, increasing the number of shares outstanding to 1,695,663. On Thursday (Sept. 25), the range of the stock—already split—was $40.25-$41.

No dividends have been paid Ampex stockholders.

imperfections that "he wouldn't have given a second thought to if he were doing them live." One 20-second insert, for example, was shot eight times.

The average commercial for the *Miss America Pageant* was shot five times.

What stretches the tape sessions out is that for union reasons CBS-TV, where BBDO has done virtually all of its New York tape work to date, requires that all taping be done in the live technique, not in bits and pieces. Thus if one scene in a commercial needs re-doing, the entire commercial must be re-done.

Mr. Cantwell's first personal brush with tape was enough to frighten him away for life. It was *The Red Mill*, a special on CBS-TV. Then came the CBS-TV technicians' strike.

The Red Mill was much too complicated a production to be handled live by executives who suddenly found themselves manning cameras, booms and lights. So it was taped in pieces—this time the live-technique requirement did not apply—and then edited together, a thing "never done before or since," according to Mr. Cantwell.

Among other complications, the program wound up 7½ minutes too long ("Harpo Marx became the face on the cutting room floor") and at each point where sequences were edited together there were seven seconds of black. The alternate to the black was "roll-over" on the home screen, and although ways were found to shorten the black period somewhat, it was decided to eliminate the black altogether and take the roll-over. [This was before Ampex perfected its tape splicer. (SPECIAL REPORT, Sept. 8).]

BBDO also claims to have been the first to tape an entire half-hour show. An experimental run, this was "Young and Scared" in the *General Electric Theatre* series and was done last May. In that case it was decided to make two and if necessary three takes—the dress rehearsal, the "air show" and, if neither of those was satisfactory, a third run-through.

The dress rehearsal was unsatisfactory and before doing the next take "we made the mistake of telling the cast we would do it still another time if necessary." Consequently the actors weren't on their toes and the third shooting had to be made. This produced satisfactory results, and in the sequence BBDO had added to its education in the usage of tape: "If we hadn't told the cast we would do it again if we had to—if the performers had been psychologically ready as for an air performance—the third take would not have been necessary."

BBDO in New York has worked primarily with CBS on tape because, until recently, CBS had the most tape facilities in New York (14 Ampex units). NBC has been concentrating its facilities primarily in Hollywood (12 units), now reportedly has two RCA color recorders and two Ampex black-and-white units in New York and is adding one more of each shortly. ABC has six in New York, six in Chicago and six in Hollywood.

Chesebrough-Pond's Agencies Likely to Absorb New Lines

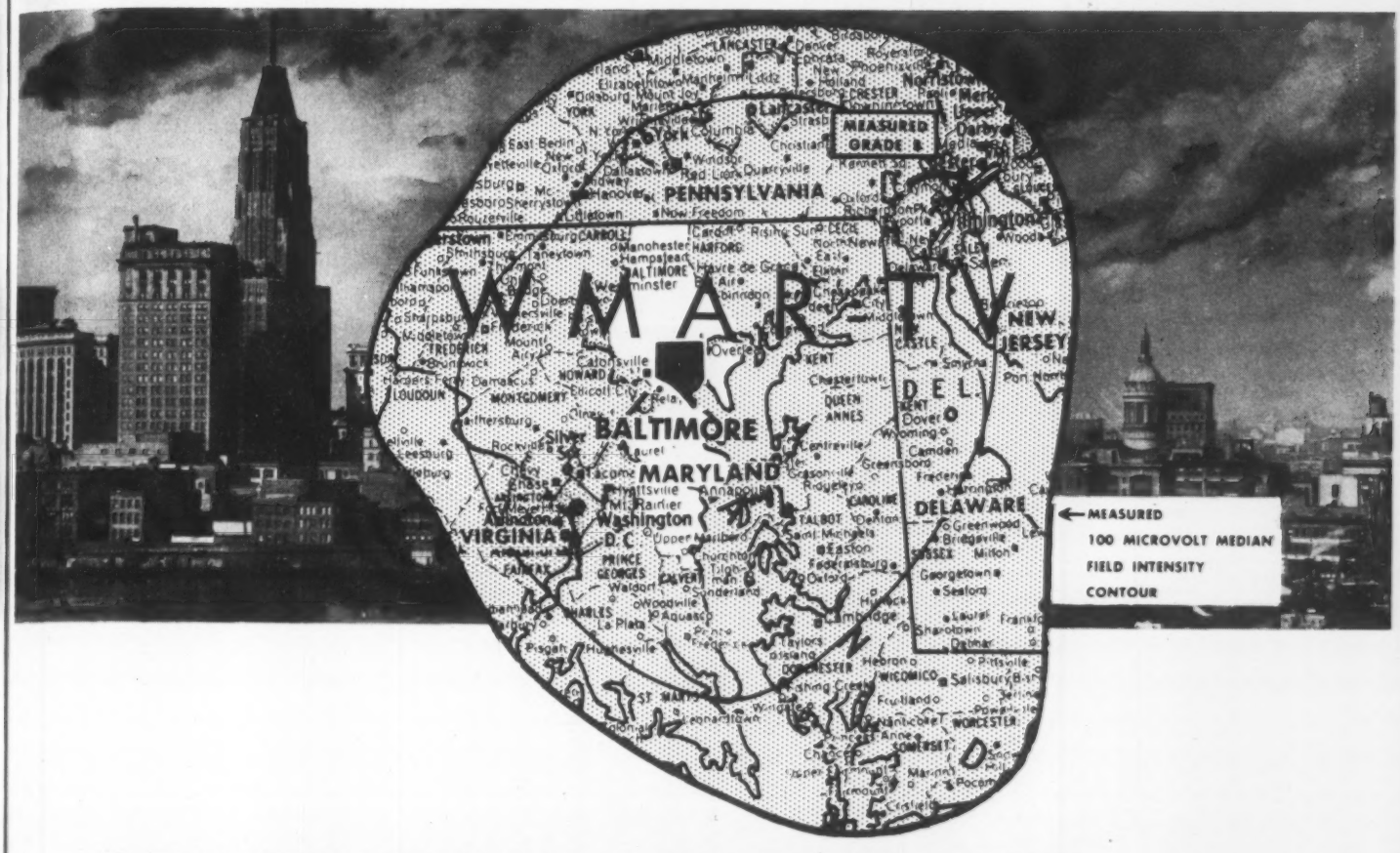
Another account was up for grabs last week—but chances were it would land at one of three agencies now retained by Chesebrough-Pond's Inc.

The account: the cosmetics line bearing various trade names such as Prince Matchabelli, Simonetta, Seaforth, Black Watch and Sofskin. It has just been sold by Vick Chemical Co., New York, to Chesebrough-Pond's for "an undisclosed amount of cash," thus taking Vick out of the toiletries business and leaving it clear to concentrate on expanding its drug activity. In fact, Vick's president, H. S. Richardson Jr., stated that Vick will reinvest the proceeds of this sale in its acquisition program which in the past four months has resulted in Vick's entering the vitamin and mouth wash fields.

On July 1, Vick acquired Walker Labs, Mt. Vernon, N. Y., makers of vitamins and other pharmaceuticals. Its agency, Sudler & Hennessey Inc., New York, was retained by Vick. Several weeks ago, Vick acquired the Lavoris Co., Minneapolis, mouthwash manufacturers—an acquisition that will become a legal fact this week (Oct. 1). Its agency, Savage-Lewis Inc., Minneapolis, will be retained for the present.

As of last week, Chesebrough-Pond's had not decided whether to offer the newly-acquired perfume and deodorant line to its agencies-of-record or to award it to a fourth. J. Walter Thompson Co. is the agency for the Pond line; McCann-Erickson services Vaseline, and Compton Adv. represents the Valcreem and other C-P billing. Agencies surrendering the accounts are Morse International (Matchabelli, Simonetta, Seaforth, Black Watch) and Ellington & Co. (Sofskin).

While no definite agency appointments were talked of, C-P president J. A. Straka offered a straw in the wind. He said that Seaforth men's products would be classified internally as another C-P man's line (along with Vaseline) and that Sofskin handcreams would join the Pond's products; conceivably Seaforth might be handled by McCann-Erickson or its subsidiary, Marschalk & Pratt (which recently lost the Mennen Co. men's line account) and Sofskin might go to JWT.



CONSISTENT LEADERSHIP . . . in Baltimore's 3 STATION Market!

According to NIELSEN*, WMAR-TV IS the Established Leader in Baltimore's 3 Station Market! . . . And Baltimore, the 6th largest city in The U.S. Is the Heart of the Baltimore Metro Area, (white area only on map) Ranking 12th** in (A) Population!

(B) Consumer Spendable Incomes

(C) Total Retail Sales

In addition to Metropolitan Baltimore, representing only Baltimore City, Baltimore County and Anne Arundel County, WMAR-TV's coverage embraces 40 "outside" counties. (See above map.)

In the past six months fan mail has been received from 337 different Post Offices outside of Baltimore.

*Aggregate of Quarter-Hour "Total Homes" (Total Area), 7:00 A.M. to Midnight, Sunday thru Saturday

**S.R.D.S.

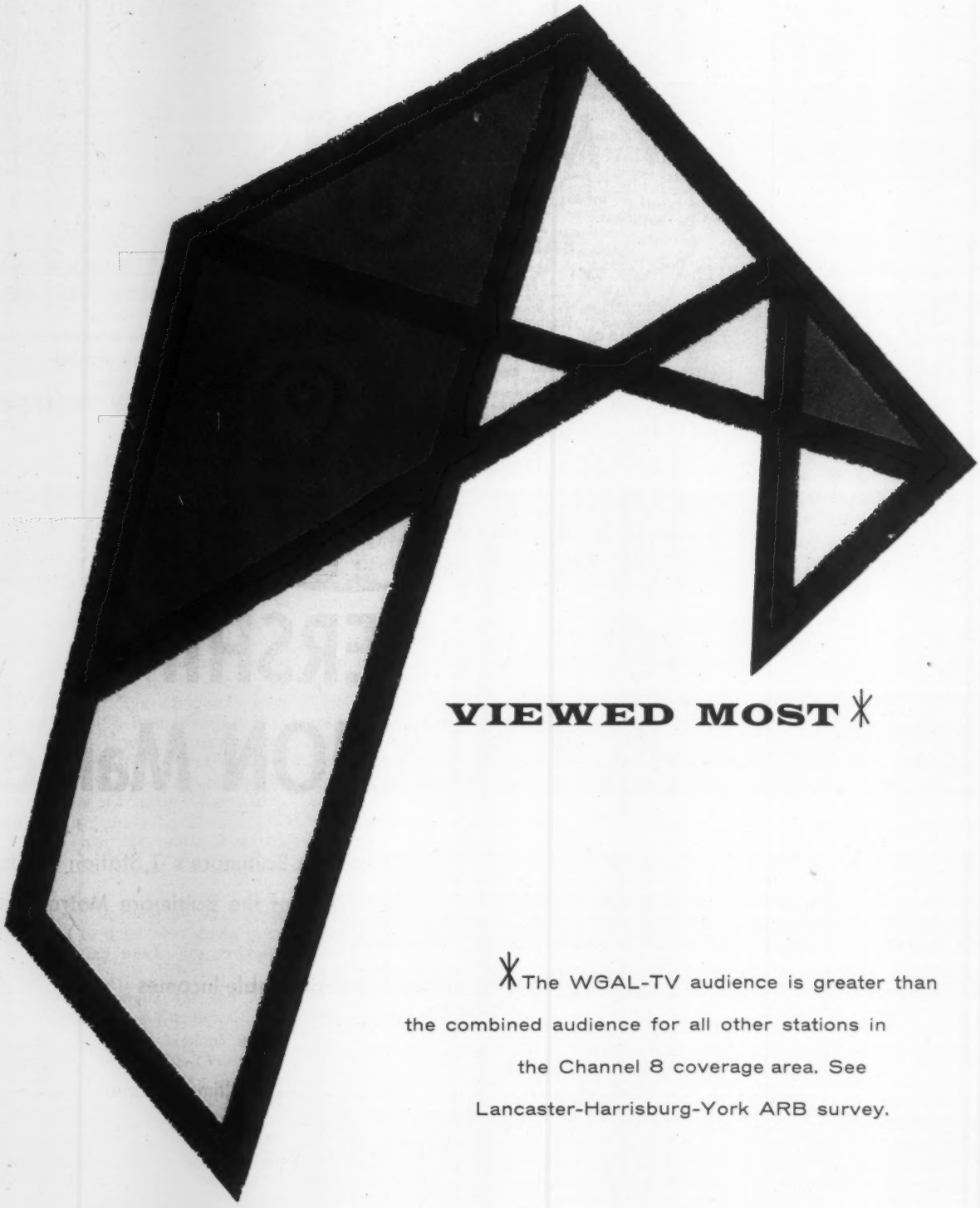
CBS TELEVISION

In Maryland, most people watch WMAR-TV channel 2

SUNPAPERS TELEVISION BALTIMORE, MARYLAND

Telephone Mulberry 5-5670 TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

Represented by THE KATZ AGENCY, Inc. New York, Detroit, St. Louis, San Francisco, Chicago, Atlanta, Dallas, Los Angeles



VIEWED MOST ✳

✳ The WGAL-TV audience is greater than the combined audience for all other stations in the Channel 8 coverage area. See Lancaster-Harrisburg-York ARB survey.

WGAL-TV

Channel 8 • Lancaster, Pa. • NBC and CBS

Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco

RAB Finds Best Foods Best in Its Category

Best Foods Inc., New York, is the top spender among 200 food and grocery advertisers which used spot radio during the second quarter of 1958, the Radio Advertising Bureau reported last week.

Best Foods headed a list of top 20 spot radio advertisers in the food and grocery category, (see below), compiled by RAB from a one-third sample of radio's time sellers. RAB noted that a full 25% of spot radio time bought during the second quarter was used to sell food and grocery products, followed by gasoline and lubricants, 11.5%.

Among food and grocery advertisers, RAB ascertained, almost 91% of the announcements bought were the one-minute commercial. Two companies in the "top 20" —Thomas J. Lipton Inc. and Eskimo Pie Corp.—used 10-second spot heavily but their mainstay was the minute announcement.

The report of food and grocery spot advertisers is contained in a 75-page booklet compiled by RAB for the second quarter, covering radio clients in various categories. It is available to advertisers and agencies on request.

The leaders among food and grocery advertisers:

(1) Best Foods; (2) Thomas J. Lipton; (3) Penick & Ford Ltd.; (4) Continental Baking Co.; (5) General Foods; (6) Standard Brands; (7) Eskimo Pie Corp.; (8) Tetley Tea Co.; (9) American Home Foods; (10) National Biscuit; (11) Welch Grape Juice Co.; (12) Fruit Industries; (13) General Mills; (14) Campbell Soup Co.; (15) J. A. Folger & Co.; (16) Duffy-Mott Co.; (17) United Fruit Co.; (18) Ralston Purina; (19) J. H. Filbert Inc.; (20) McCormick & Co.

11 BBDO Regional Heads Confer With Agency Executive Committee

BBDO, New York, held the first of a planned semi-annual series of regional office manager meetings of the company Sept. 20-21 when vice presidents in charge of 11 offices of the agency in the U. S. and Canada met at Shawnee-on-Delaware, Pa., with members of BBDO's executive committee. Charles H. Brower, president, presided.

Following the sessions, Mr. Brower observed that "an exchange of views between our regional management and those in the New York office has contributed a great deal toward forming the policy which will guide our moves during 1959." He pointed out that since advertising trends vary with the sections of the country, it is "necessary both for our national and regional clients that we take advantage of the experience of our branch offices."

Regional BBDO officers at the discussions included: Richard O. Howe, Boston; Dale G. Casto, Buffalo; Jack M. Bristow, Cleveland; William R. Gillen, Chicago; Robert E. Anderson, Detroit; Wayne Tiss, Hollywood; Thomas Dillon, Los Angeles; Bobb Chaney, Minneapolis; Burton E. Vaughan, Pittsburgh; J. G. Motheral, San Francisco; Leslie F. Chitty, Toronto. Not in attendance were these regional managers: T. F. Hasbrouck, Dallas; William C. Montgomery, Atlanta, and Walter G. Fitzsimmons, Seattle.

New Benton & Bowles Techniques Explained at New York Seminar

A seminar for 250 Benton & Bowles key executives was held Sept. 25-26 at the Savoy-Hilton in New York to acquaint account and key staff people of every department with "new techniques being introduced in all phases of operation within the agency." B&B now has billings "approximating $100 million," according to President Robert E. Lusk.

Mr. Lusk told the meeting late Thursday that changes in the agency's methods of operation have been introduced to meet the "growing client marketing requirements." He cited as an example B&B's reorganization of its media and copy staffs, both shifting from specialists trained in either print or broadcasting to ones that functioned and created advertising materials for all media.

He pointed to B&B's activity in introducing new products as a compelling factor in the growth of the agency, reporting that 60% of the agency's billing today comes from products that B&B helped introduce in the past decade. These, he said, include Tide, Maxwell House coffee, Liquid Prell, Crest, Pepperell striped sheets, Glade, Zest and Pledge.

LATEST RATINGS

NIELSEN

TOP 10 NETWORK PROGRAMS

Tv Report for Aug. 10-23

TOTAL AUDIENCE †

Rank		No. Homes (000)
1.	*Gunsmoke*	16,383
2.	*Have Gun, Will Travel*	13,416
3.	*I've Got A Secret*	13,115
4.	*Ed Sullivan*	13,072
5.	*All Star Football*	12,642
6.	*Top Ten Lucy Shows*	11,954
7.	*Alfred Hitchcock Presents*	11,653
8.	*Buckskin*	11,567
9.	*Wells Fargo*	11,137
10	*Wagon Train*	11,094

Rank		% Homes* (000)
1.	*Gunsmoke*	39.0
2.	*Have Gun, Will Travel*	32.2
3.	*I've Got A Secret*	31.4
4.	*Ed Sullivan*	31.0
5.	*All Star Football Game*	31.0
6.	*Top Ten Lucy Shows*	28.5
7.	*Alfred Hitchcock Presents*	28.2
8.	*Buckskin*	27.4
9.	*Wells Fargo*	26.5
10.	*GE Theatre*	26.4

AVERAGE AUDIENCE ‡

Rank		No. Homes (000)
1.	*Gunsmoke*	15,566
2.	*Have Gun, Will Travel*	12,513
3.	*I've Got A Secret*	11,567
4.	*Top Ten Lucy Shows*	10,836
5.	*Buckskin*	10,578
6.	*Alfred Hitchcock Presents*	10,062
7.	*Wells Fargo*	9,976
8.	*Gale Storm Show*	9,589
9.	*Price Is Right*—10 p.m.	9,804
10.	*GE Theatre*	9,804

Rank		% Homes*
1.	*Gunsmoke*	37.1
2.	*Have Gun, Will Travel*	30.0
3.	*I've Got A Secret*	27.7
4.	*Top Ten Lucy Shows*	25.8
5.	*Buckskin*	25.1
6.	*Alfred Hitchcock Presents*	24.3
7.	*GE Theatre*	23.9
8.	*Wells Fargo*	23.7
9.	*Price Is Right*—10 p.m.	23.4
10.	*Gale Storm Show*	23.1

(†) Homes reached by all or any part of the program, except for homes viewing only 1 to 5 minutes.

(‡) Homes reached during the average minute of the program.

* Percented ratings are based on tv homes within reach of station facilities used by each program.

Copyright 1958 A. C. Nielsen Co.

BACKGROUND: The following programs, in alphabetical order, appear in this week's BROADCASTING tv ratings roundup. Information is in following order: program name, network, number of stations, sponsor, agency, day and time.

All Star Football (ABC-143): Standard Oil of Indiana (D'Arcy), Carling Brewing (Long-Fischer-Stashower), Mennen (M-E), Liggett & Myers (D-F-S).

Buckskin (NBC-181): Ford (JWT), Thurs. 9:30-10 p.m.

Decision (NBC-144): Procter & Gamble (B&B), Sun. 10-10:30 p.m.

Frontier Justice (CBS-151): General Foods (B&B), Mon. 9:30-10 p.m.

GE Theatre (CBS-132): General Electric (BBDO), Sun. 9-9:30 p.m.

Gunsmoke (CBS-172): Liggett & Myers (D-F-S), alternating with Remington Rand (Y&R), Sat. 10-10:30 p.m.

Have Gun, Will Travel (CBS-148): Lever (JWT), alternating with American Home Products (Bates), Sat. 9:30-10 p.m.

Alfred Hitchcock Presents (CBS-118): Bristol-Myers (Y&R), Sun. 9:30-10 p.m.

TRENDEX

TOP 10 NETWORK PROGRAMS

Tv Report for Sept. 1-7

Rank		Rating
1.	*Miss America Pageant*	40.6
2.	*Have Gun, Will Travel*	27.5
3.	*Alfred Hitchcock Presents*	27.2
4.	*I've Got A Secret*	22.4
5.	*Ed Sullivan*	22.0
6.	*I Love Lucy*	21.9
7.	*Phil Silvers*	20.7
8.	*Frontier Justice*	20.5
9.	*Decision*	20.4
10.	*What's My Line*	20.2

Copyright 1958 Trendex Inc.

I Love Lucy (CBS-146): General Foods (B&B), Mon. 9-9:30 p.m.

I've Got a Secret (CBS-170): R. J. Reynolds (Esty), Wed. 9:30-10 p.m.

Miss America Pageant (CBS-187): Philco (BBDO), Sat. Sept. 6, 10 p.m.-midnight.

Price Is Right (NBC-167): Toni (T-L), Desoto (BBDO), Thurs. 8-8:30 p.m.

Phil Silvers Show (CBS-147): Procter & Gamble (Burnett), R. J. Reynolds (Esty), Fri. 9-9:30 p.m.

Gale Storm (CBS-123): Nestle (Bryan Houston), Sat. 9-9:30 p.m.

Ed Sullivan (CBS-159): Mercury (K&E), Eastman-Kodak (JWT), Sun. 8-9 p.m.

Top Ten Lucy Shows (CBS-146): General Foods (B&B), Mon. 9-9:30 p.m.

Wagon Train (NBC-165): Lewis Howe (M-E), Drackett (Y&R), Edsel (FC&B), Wed. 7:30-8 p.m.

Wells Fargo (NBC-161): Buick (M-E), American Tobacco (SSC&B), Mon. 8:30-9 p.m.

What's My Line (CBS-101): Helene Curtis (M-E), alternating with Kellogg (Burnett), Sun. 10:30-11 p.m.

SQUEEZING DOLLARS FROM A LEMON

How Chemstrand rang up sales with a 'flop' tv show

The play's not the thing for Chemstrand Corp., relatively new to network television. It's found "outstanding results" in tv despite the fact that its dramatic vehicle was not a hit and its ratings were unimpressive. The show: Frank Ross and Joan Caulfield's *Sally*—a situation comedy that lasted for a relatively short run on NBC-TV Sunday nights at 7:30-8 p.m. last winter.

Chemstrand, explains marketing vice president William G. Luttge, wanted to get into the soft floor covering, or rug, business, with a new synthetic acrylic fiber. The rug industry was ripe for such a move. Having to contend with "wildly fluctuating" wool prices (34 cents/lb. in 1947, $2.25/lb. in 1951, 70 cents/lb. in 1952, 90 cents/lb. in 1956), its members were seeking a material that would remain at a more or less constant price. So Chemstrand in 1956 went after the rug-makers with its acrilan and beat the wool out of the competition. By fall 1957 it was ready to talk to the consumer.

Mr. Luttge, addressing the sixth marketing conference of the National Industrial Conference Board in New York 10 days ago, confessed that the soft goods industry "has traditionally been considered somewhat less advanced than other industries in the application of advertising techniques." Chemstrand set out to change all that. It ordered its agency, Doyle Dane Bernbach, New York, to buy a network show. It was an unprecedented move. DDB produced three commercials for Chemstrand's portion of the series (the other half was picked up by Royal McBee typewriters) which were shuffled in between other Chemstrand announcements.

While the ratings were low, Mr. Luttge points out, audience reaction was high. Its early Sunday evening time period guaranteed a family audience; family audiences meant discussions; discussions often led to decisions to buy. In this case, acrilan-made rugs. Audience count averaged 5.5 million homes or 16 million viewers, reached 19 times between September 1957 and March 1958. DDB's cost-per-thousand estimate was $5.31.

"From an immediate cost standpoint," Mr. Luttge said, "this is not normally satisfactory. However, the fact remains that these commercials and the merchandising behind them produced sales. This, in the final analysis, is the true goal of all advertising and merchandising. For when you determine who decides or most strongly influences the purchase of your goods . . . it is obvious that the sheer magnitude of an audience can make nice statistics without ever reflecting itself proportionately in sales. This was not the case with *Sally*.

"Despite the show's deficiencies ratingwise, some rather impressive progress was made. When the program started . . . two manufacturers were using acrilan. Six months later, it was well on its way to being used by every important carpet mill in the business. Sales to this field have increased at a very gratifying rate. They actually ran ahead of the most optimistic estimates. Today they are continuing their climb. Retail buyers say that acrilan carpet is a must. They attribute its success, in great degree, to the television advertising. . . . *Sally* as a show was not a hit. However, the results it produced for Chemstrand in terms of sales and sales promotion were outstanding. This was no mere stroke of luck. On the contrary, it was the inevitable result of all the other things that were done to get the most out of Chemstrand's advertising."

In 1956, acrilan was not a factor in the carpet field. Today it accounts for more than 5% of total fibers used in carpets. Says Mr. Luttge: "This is not an altogether fair picture because acrilan cannot compete costwise or price-wise with the rayon and cotton section of the industry. Nevertheless, it is the equivalent of introducing a new automobile and achieving a sales rate of 250,000 units per year in two years' time. This is well above the sales rate of Cadillac, which has been in the market a good many years. We think the comparison is pertinent inasmuch as acrilan is aimed at the Cadillac end of the carpet industry." (Other comparisons offered by Chemstrand's Luttge: acrilan's 5% share can be compared to Mercury's 4.5% share of the auto market, Cadillac's 2.5%, Pontiac's 5.6%; Rinso's 5% share of the detergent market, Lever's All and its 6%.)

So pleased was Chemstrand with *Sally* that it's stuck to networking ever since. In early May it returned to NBC-TV as alternate week sponsor of Goodson-Todman's *Jefferson Drum* Friday nights at 8 p.m. It has since shifted to Saturday night and the *Perry Como Show*, picking up "occasional" half hour strips. Its Como contract runs through next June.

ACTIVITY

HOW PEOPLE SPEND THEIR TIME

NOTE: The Sindlinger interviewing week has been changed to Saturday through Friday, with questions on the basis of "yesterday." Thus, the ACTIVITY week now runs Friday through Thursday.

There were 125,601,000 people in the U. S. over 12 years of age during the week Sept. 12-18. This is how they spent their time:

70.2%	(88,172,000) spent	1,741.2 million hours†	WATCHING TELEVISION
58.3%	(73,225,000) spent	1,092.9 million hours	LISTENING TO RADIO
83.3%	(104,626,000) spent	406.5 million hours	READING NEWSPAPERS
34.1%	(42,830,000) spent	197.4 million hours	READING MAGAZINES
25.2%	(31,651,000) spent	367.1 million hours	WATCHING MOVIES ON TV
31.7%	(39,826,000) spent	166.6 million hours	ATTENDING MOVIES*

These totals, compiled by Sindlinger & Co., Ridley Park, Pa., and published exclusively by BROADCASTING each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's weekly and quarterly "Activity" report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audiences between each specific medium. Copyright 1958 Sindlinger & Co.

† Hour totals are weekly cumulative figures. People—numbers and percentages—are figured on an average daily basis.

* All people figures are average daily tabulations for the week with exception of the "attending movies" category which is a cumulative total for the week. Sindlinger tabulations are available within 2-7 days of the interviewing week.

SINDLINGER'S SET COUNT: As of Sept. 1, Sindlinger data shows: (1) 110,650,000 people over 12 years of age see tv (88.1% of the people in that age group); (2) 42,847,000 households with tv; (3) 47,179,000 tv sets in use in U. S.

Mary Martin Wants to Bypass December Pontiac Spectacular

Pontiac Motors Div., General Motors Corp., committed to sponsor a Dec. 12 spectacular on CBS-TV, now finds itself minus its star. Mary Martin, through her husband-manager Richard Halliday let it be known that she'd like "out" of the deal, at least for a little while. Miss Martin, touring 80 U. S. and Canadian cities with a "one-woman show," would prefer a break from her present arduous schedule in December.

MacManus, John & Adams, Pontiac's agency, plans to go ahead with the show, as does CBS-TV. Both agency and network are trying to keep out of what "obviously is a problem between Producer Leland Hayward and Miss Martin," says one CBS spokesman. The agency has no

intention to disrupt its cycle of monthly specials (planned at the sacrifice of its multi-million dollar tv spot drive). Another factor enters into this "sticky situation," to quote one MJ&A official. Miss Martin is set to appear on NBC-TV shortly after ending her transcontinental tour. "If she's to do the show at some later date, we just don't know when—and how."

Bulova Watch Ready For Holiday Season

What does the approach of the pre-Christmas period mean to advertisers?

To Bulova Watch Co., the shopping-for-gifts season means additional advertising money to spend. In its plans, the watch company will spend more on media, including network tv.

Bulova, via its president and chief executive officer, John H. Ballard, announced last week it will participate in three additional programs in its fall network schedule. The programs are all on NBC-TV, the same network to which the company already had allocated a $7.5 million budget for three shows, *Ed Wynn Show, M-Squad* and *Dragnet* [ADVERTISERS & AGENCIES, Aug. 4].

The new shows are *Today*, the *Jack Paar Show* and the Chet Huntley-Dave Brinkley weekday evening newscasts.

Bulova, through McCann-Erickson, will be investing in network tv at the rate of approximately $2.5 million for the fourth quarter. Not settled as yet in Bulova's budget: exact use in network tv of $5 million or more to be spent in the medium the nine months after Christmas.

Bulova's strategy, at least in network tv, appears to be strong lineups and heavy expenditures along with merchandising push in the fall (for Christmas), an ease-off after the Yuletide, renewal of strength in the spring and then a weaker effort during the summer.

The original three-show purchase by Bulova was consummated earlier in the year by Mr. Ballard, Robert E. Kintner, NBC-TV president, and C. Terence Clyne, vice president of McCann-Erickson, agency for Bulova.

At one time, Bulova had been directing its monies to spot television, then suddenly switched horses and starting this fall has entered an advertising pattern oriented toward network tv.

Three Name New Agencies

The shifting of three advertiser accounts to new agencies was reported last week with Emerson Radio & Phonograph Corp. moving to Friend-Reiss Adv., New York; Du Barry cosmetics and Sportsman toiletries to Lambert & Feasley, New York, and Magic Chef Inc. (gas ranges) St. Louis, to D'Arcy Adv., St. Louis.

Media plans of the three accounts are now being determined. It is anticipated that Du Barry and Sportsman will use spot radio and tv. Magic Chef in the past has not been active in consumer advertising but D'Arcy is expected to reshape its approach toward the consumer market. Emerson Radio will disclose its media plans within two weeks.

COLORCASTING®

The Next 10 Days of Network Color Shows (all times EDT)

CBS-TV

Oct. 8 (8-9 p.m.) *High Adventure* with Lowell Thomas, General Motors through Campbell Ewald.

NBC-TV

Sept. 29, 30 (12:30-1 p.m) *It Could Be You*, participating.

Sept. 29, 30, Oct. 1-3, 6-8 (2:30-3 p.m.) *Haggis Baggis*, participating.

Sept. 29 (7:30-8 p.m.) *Haggis Baggis*, sustaining.

Sept. 30 (8-9 p.m.) *Eddie Fisher Show*, Liggett & Myers through McCann-Erickson.

Oct. 1, 8 (8:30-9 p.m.) *The Price Is Right*, Lever through J. Walter Thompson and Speidel through Norman, Craig & Kummel.

Oct. 1 (9-10 p.m.) *Kraft Mystery Theatre*, Kraft Foods Co., through J. Walter Thompson Co.

Oct. 3 (8-9 p.m.) *The Further Adventures of Ellery Queen*, RCA through Kenyon & Eckhardt.

Oct. 4 (8-9 p.m.) *Perry Como Show*, participating sponsors.

Oct. 5 (7-7:30 p.m.) *Noah's Ark*, sustaining.

Oct. 5 (7:30-8 p.m.) *Northwest Passage*, RCA through Kenyon & Eckhardt.

Oct. 5 (9-10 p.m.) *Dinah Shore Chevy Show*, Chevrolet through Campbell-Ewald.

Oct. 6 (10-10:30 p.m.) *The Arthur Murray Party*, P. Lorillard through Lennen & Newell.

Oct. 7 (8-9 p.m.) *George Gobel Show*, RCA through Kenyon & Eckhardt.

Oct. 8 (9-9:30 p.m.) Milton Berle starring in the *Kraft Music Hall*, Kraft Foods Co. through J. Walter Thompson Co.

BUSINESS BRIEFLY

WHO'S BUYING WHAT, WHERE

MENNEN CHANGE • No announcement has been made, but the Mennen Co., Morristown, N. J.—which recently quit McCann-Erickson and Marschalk & Pratt subsidiary and switched to Warwick & Legler and Grey Adv.—might be revising its broadcast strategy on the programming level. It has let its option on ABC-TV's *Wednesday Night Fights* drop—into the hands of another (willing) advertiser. Brown & Williamson Tobacco Co., Louisville, already with three major network properties under its belt [see RESPECTS, p. 24], will sponsor the fights through next June. Ted Bates & Co. is B&W's agency.

SHIRT SPOTS • Manhattan Shirt Co., N. Y., failing to clear ABC-TV affiliates in Syracuse, Louisville and Buffalo for the new Sammy Kaye *Music From Manhattan* series [ADVERTISERS & AGENCIES, Sept. 15], has bought spot availabilities in these three markets to carry the ABC-TV show on delayed basis Sundays. Added as of yesterday (Sept. 28): WHEN-TV Syracuse; effective Oct. 5, WHAS-TV Louisville; effective Oct. 11: WGR-TV Buffalo. Manhattan also is understood to be considering KULA-TV Honolulu. Peck Adv., N. Y., is agency.

IN STARTING GATE • Greyhound Corp., Chicago, newcomer in car rental business, intends to advertise on radio-tv. Having participated on few occasions in parent company's portion of NBC-TV's *Steve Allen Show*, Greyhound's Rent-A-Car Services Inc. is understood to be calling representatives of its agency, Grey Adv., to Windy City to work out spot broadcast program.

SIX MARKET KICKOFF • Ralston Purina Co., St. Louis, is launching an intensive spot-radio tv campaign this week in six scattered markets to introduce its new Corn Chex breakfast cereal. The initial spot radio-tv effort will spread to all major markets. The campaign, through Guild, Bascom & Bonfigli, S. F., will utilize from 240 to 897 radio spots during a 13-week campaign and between 30 and 40 tv spots in each market during the 13 weeks. Corn Chex also will be advertised on Ralston Purina's *Bold Journey* on ABC-TV (Mon., 8:30-9 p.m.). Introductory markets are Spokane, San Diego, Denver, Wichita, Albany, N. Y., and Columbus, Ohio.

TIME FOR SNACK • King Kone Corp. (Old London food products, melba toast etc.), N. Y., is introducing in New York City a new snack product, a corn chip called Dipsy Doodles for which King Kone is allocating a spot tv schedule on three stations. Company is expected to expand the introduction to other markets in a few months. Richard K. Manoff Inc., N. Y., is agency.

INSTANT SPOTS • Standard Brands Inc. (instant Chase & Sanborn coffee), N. Y., buying list of unspecified number of markets for 52-week tv spot campaign beginning late this month. Agency, Compton Adv., N. Y., declines details.

INSURANCE POLICY • Nationwide Insurance Co., Columbus, Ohio, understood to be resuming sponsorship of half-hour *Mama* filmed series for 13 weeks, starting end of September, in 25 markets and also launching four-week spot radio campaign this week in 13 Ohio and Vermont markets. Agency: Ben Sackheim Inc., N.Y.

TV NETWORKS' TOP BRAND: WINSTON

- **Displaces Tide as leading product customer in July**
- **But P&G remains biggest company client with $4.1 million**

R. J. Reynolds' Winston cigarettes placed top money among the network tv brand advertisers in July. To do it, Winston spent about $200,000 more for time on the tv networks that month compared to June when it ranked No. 3.

Tide, a Procter & Gamble product, moved from the top spot to fourth place; the second and third places were held down respectively by Whitehall's Anacin and General Motors' Chevrolet passenger car.

These Television Bureau of Advertising figures are based on a report by Leading National Advertisers and Broadcast Advertising Reports.

Procter & Gamble again led the list of top 15 network advertisers for July as it had in June. Second place went to Colgate-Palmolive which moved up from third, and displaced General Foods which dropped to the fourth slot in July.

In the breakdown into day parts of network tv billings: nighttime gross charges rose 9.0% to almost $30 million in July, as compared with nearly $27.5 million in July 1957, while the January-July 1958 nighttime gross charges increased to almost $231 million, as against nearly $202.5 million in the comparable period last year. Daytime grosses in July dipped by 1.7% over July 1957 but the January-July total this year was 7.4% over the figure for the comparable period in 1957. Total gross billings (both nighttime and daytime) were up 5.9% for the July period and 14% for the January-July period, as compared with last year.

In product classifications, toiletries and toilet goods once again this year is giving the foods category (the perennial No. 1 spender among all classifications) a run for its money in network tv investment.

Toiletries in July racked up $8.6 million in gross time charges in network tv compared to foods' $8.3 million, though foods advertisers were still outspending toiletries for the January-July period by some $3.7 million.

There were 11 advertisers in the top 15 list which spent at least $1 million in July, seven which spent at least $1.4 million, five which invested at least $1.5 million and three with $1.8 million or more.

Top advertisers in terms of the number of brands listed in the top 15: Procter & Gamble for Tide and Lilt Home Permanent; R. J. Reynolds for brand leaders Winston and Salem cigarettes, and Colgate-Palmolive for its regular and Aerosol dental cream and for Fab detergent. Of the 15 brand leaders, six are cigarettes—Winston, American Tobacco's Lucky Strike, Salem, Brown & Williamson's Viceroy, P. Lorillard's Kent and Liggett & Myers' L&M Filter Tips.

Of interest is the jockeying from month to month by network tv's brand leaders. Whitehall's Anacin, for example, which had been fourth in June rose to second in July, while Tide, No. 1 in June, was No. 4 in July. Eastman Kodak, No. 11 in June, had slipped to No. 15 in July, and Salem, which had not appeared in June, was 10th in July.

In the compilation, network gross time billings for July were $41,059,274, an increase of 5.9% over the same month 1957.

NETWORK SPENDING *By Product Categories*

	JULY 1958	JAN.-JULY 1958
AGRICULTURE & FARMING	$ ———	$ 51,347
APPAREL, FOOTWEAR & ACCESSORIES	312,878	2,793,512
AUTOMOTIVE, AUTO. ACCESSORIES & EQUIP.	2,979,374	32,675,664
BEER, WINE & LIQUOR	474,450	3,648,076
BUILDING MATERIALS, EQUIPMENT & FIXTURES	138,322	1,104,482
CONFECTIONERY & SOFT DRINKS	681,227	5,257,445
CONSUMER SERVICES	136,536	1,844,697
ENTERTAINMENT & AMUSEMENT	10,656	249,989
FOOD & FOOD PRODUCTS	8,363,653	61,567,897
GASOLINE, LUBRICANTS & OTHER FUELS	132,240	1,453,624
HORTICULTURE	114,000	830,295
HOUSEHOLD EQUIPMENT & SUPPLIES	2,028,333	13,759,364
HOUSEHOLD FURNISHINGS	257,398	1,832,874
INDUSTRIAL MATERIALS	1,040,191	10,695,455
INSURANCE	476,458	4,103,632
JEWELRY, OPTICAL GOODS & CAMERAS	605,504	6,229,319
MEDICINES & PROPRIETARY REMEDIES	3,845,749	31,529,057
OFFICE EQUIP., STATIONERY & WRITING SUPPLIES	491,413	4,031,759
POLITICAL	———	66,174
PUBLISHING & MEDIA	———	827,833
RADIOS, TV SETS, PHONOGRAPHS, MUSICAL INSTRUMENTS & ACCESS.	476,420	4,201,928
SMOKING MATERIALS	4,550,451	33,690,995
SOAPS, CLEANERS & POLISHES	4,378,210	36,630,496
SPORTING GOODS & TOYS	51,255	809,722
TOILETRIES & TOILET GOODS	8,680,110	57,857,682
TRAVEL, HOTELS & RESORTS	135,948	1,569,351
MISCELLANEOUS	698,498	4,818,054
TOTAL	**$41,059,274**	**$324,130,723**

LNA-BAR: Gross Time Costs Only

TOP 15 *By Company*

JULY 1958

1. PROCTER & GAMBLE CO.	$4,163,487
2. COLGATE-PALMOLIVE CO.	2,172,654
3. LEVER BROTHERS CO.	1,803,845
4. GENERAL FOODS CORP.	1,579,650
5. R. J. REYNOLDS TOBACCO CO.	1,552,158
6. AMERICAN HOME PRODUCTS CORP.	1,495,819
7. GILLETTE CO.	1,409,690
8. BRISTOL-MYERS CO.	1,188,220
9. GENERAL MOTORS CORP.	1,111,976
10. FORD MOTOR CO.	1,067,308
11. GENERAL MILLS, INC.	1,022,134
12. AMERICAN TOBACCO CO.	841,338
13. KELLOGG CO.	817,187
14. PHARMACEUTICALS, INC.	754,221
15. P. LORILLARD CO.	693,033

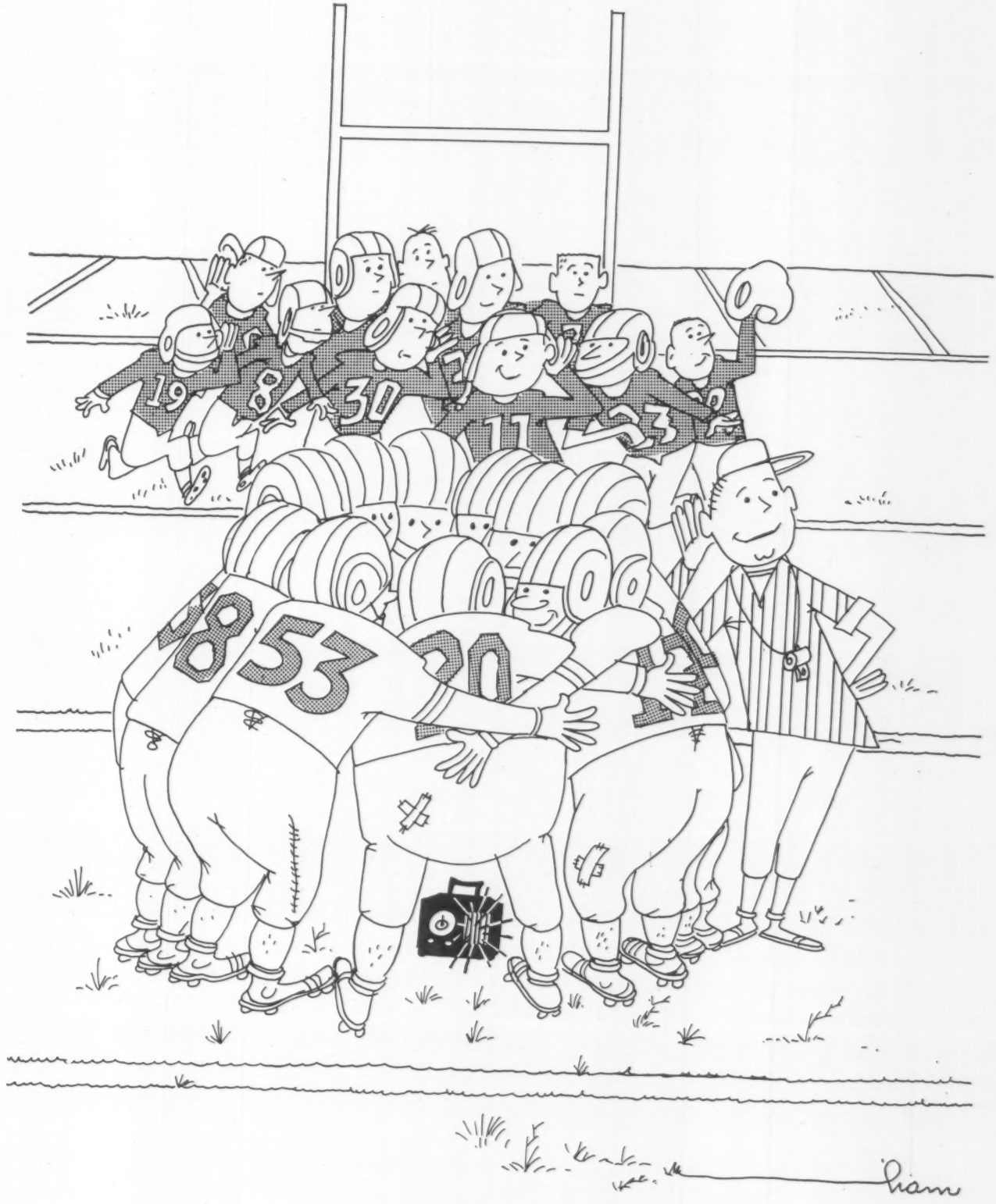
LNA-BAR: Gross Time Costs Only

TOP 15 *By Brand*

JULY 1958

1. WINSTON CIGARETTES	$834,485
2. ANACIN TABLETS	687,715
3. CHEVROLET PASSENGER CARS	641,914
4. TIDE	522,427
5. FORD PASSENGER CARS	473,418
6. BUFFERIN	432,603
7. COLGATE REGULAR & AEROSOL DENTAL CREAM	422,822
8. LILT HOME PERMANENT	421,067
9. LUCKY STRIKE CIGARETTES	413,686
10. SALEM CIGARETTES	398,214
11. VICEROY CIGARETTES	380,899
12. KENT CIGARETTES	365,412
13. FAB DETERGENT	355,425
14. L & M FILTER TIP CIGARETTES	354,222
15. EASTMAN KODAK CAMERAS	349,422

LNA-BAR: Gross Time Costs Only



They're All Listening to AP News

REFLEX ACTION

Six months ago, Channel 4 in St. Louis became a CBS Owned station. Natural reaction: today, it's first! In fact, KMOX-TV has the largest share of the St. Louis television audience according to all three audience measurement services...Nielsen, Pulse, and ARB.

Nielsen, for example, shows that KMOX-TV is ahead of competing stations for all three periods of the broadcast day—morning, afternoon and night!

For KMOX-TV, leadership was inevitable. Because CBS ownership, in St. Louis as elsewhere, means a full schedule of top-rated programs from the CBS Television Network, the very best local live programming and the finest feature films from Hollywood's major studios.

It follows that month-in, month-out more and more advertisers are finding Mid-America's most sales-productive medium is KMOX-TV. You will too...naturally.

CBS Owned • Channel 4 in St. Louis • Represented by CBS Television Spot Sales **KMOX-TV**

Calkins & Holden Merger With BDA Officially Off

"The deal is definitely off." That's the official word from J. Sherwood Smith, board chairman of Calkins & Holden Inc., regarding the proposed merger of his agency with Burke Dowling Adams Inc. [ADVERTISERS & AGENCIES, Sept. 15, *et. seq.*].

Mr. Smith, representing the "groom" in the ill-destined marriage, confirmed earlier reports that his major account, Boeing Airplane Co., had voiced objections to the match due to reasons of "client conflict of interests" [ADVERTISERS & AGENCIES, Sept. 22] and indicated there were "other reasons" as well. He would not enlarge upon them.

James H. Cobb, vice president and general manager of the "bride" agency, Burke Dowling Adams, declined to comment. He indicated, however, that the agency was not "so burned" that it would not consider overtures to merge with another agency.

False Concepts of Advertising's Influence on Voters Assailed

Democratic politicians are to blame for encouraging the belief "that advertising agencies can somehow mesmerize voters into electing candidates who wouldn't otherwise stand a chance," Draper Daniels, vice president and creative director of Leo Burnett Co., told the Chicago Art Directors Club.

"Advertising agencies have always been loath to dispel this impression," he felt. "After all, don't they want their clients to believe in the power of advertising?"

Mr. Daniels asserted that advertising is in trouble with the public because "we have been guilty of bad taste, shoddy practices and sneaky half-truths too often." He also accused critics of advertising of "using emotion and half-truths to build a case against advertising that has strong appeal to the masses." While advertising always has had its "critics," he pointed out, they never had so large an audience as now.

Mr. Daniels attributed a growing "strong bias against advertising" to the "heavy and continual publicity given to motivational research, subliminal advertising and the new influence of advertising upon the national political scene."

A Burnett study earlier this year, according to Mr. Daniels, brought the conclusion that a "considerable portion of the public whom we hope to get to buy the goods we advertise is becoming emotionally hostile to advertising."

Among correctives Mr. Daniels suggested was that advertising executives should create advertising that is honest and believeable. He continued:

"Every time we okay a commercial where an announcer shakes his fist at the tv audience and bellows with fake excitement, 'Friends, the only way to prevent tooth decay is with the real toothpaste made to guard against teeth decay,' we contribute to a public impression of advertising as a world peopled by boors and dull-witted frauds."

Mr. Daniels is a former chairman of the Lake County Democratic Committee in Illinois.

K&E AT PAR AGAIN

The recession's over—at least for Kenyon & Eckhardt executives. Last May 1, all making more than $10,000 a year took, in a recession move, salary cuts ranging from 10 to 20%. News was better last week. They were notified that the pay cuts would be lifted Sept. 30—and on Friday (Sept. 26) they would receive in full the money that had been deducted as a result of the cut.

Lorillard Picks 'Masquerade'

P. Lorillard Co., through Lennen & Newell, came up with its replacement show for its *The $64,000 Challenge* dropped as the tv quiz probe in New York threw an unfavorable light on the program [AT DEADLINE, Sept. 15]. The new program, which will go on NBC-TV, Thursday (Oct. 2) in the 10:30-11 p.m. period: *Masquerade Party*, a veteran tv panel show. Bert Parks probably will be master of ceremonies. The *Challenge* had been slated to move into the Thursday nighttime slot on Sept. 18 after its run on CBS-TV, but was dropped suddenly by the cigarette advertiser. With no new program ready to fill, NBC-TV put on a sustaining news special, "China: War or Peace?," and last Thursday (Sept. 25) aired another news program—"Man Against the Senate" (about Jimmy Hoffa of Teamsters fame)—also sustaining.

GB&B Strengthens Marketing, Buys Crisp Consultancy Firm

As part of an expansion at Guild, Bascom & Bonfigli, San Francisco, the agency has bought the marketing consultant firm of Richard D. Crisp & Assoc., Chicago, and has appointed Richard Crisp as director of marketing.

In announcing the move last week, Walter Guild, president, said the growth of GB&B necessitates "additional marketing strength." He noted that the agency began business nine years ago with $200,000 in annual billing and the total now has grown to more than $12 million.

The agency, he said, will open a Chicago office at 105 West Adams St. in the quarters formerly used by the marketing firm. No accounts will be serviced there for the present but other branch offices of GB&B —in New York, Hollywood and Seattle— may utilize the marketing facilities of the Chicago office.

Before he started his own company in 1955, Mr. Crisp was director of marketing research, a member of the executive committee and one of the owners of Tatham-Laird Inc., Chicago. Earlier he had been manager of the marketing department of Foote, Cone & Belding, Chicago.

AGENCY APPOINTMENTS

Revlon Inc., N. Y., expected to name Heineman, Kleinfeld, Shaw & Joseph, N. Y., for That Man men's cologne, newest product of Revlon's line of male toiletries.

Burlington Industries Inc., largest U. S. textile organization, has shrunk its agency list from 9 to 8 with appointment of J. M. Mathes Inc., N. Y.—one of 9—to handle all divisions serviced by Daniel & Charles Inc., N. Y. Mathes was named Burlington parent agency on Jan. 8 this year.

Manhattan Coffee Co., St. Louis, names Rutledge & Lilienfeld Inc. for Manhattan coffee. Agency will continue to handle company's other product, Dining Car coffee.

Swanson Cookie Co. (Archway cookies), Battle Creek, Mich., appoints Grant Adv. to handle its advertising. Firm has been using tv.

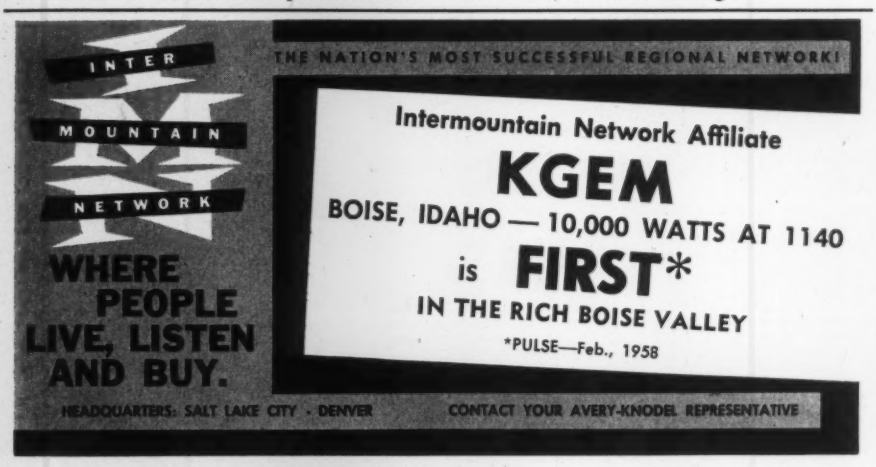
Allen Duncan Assoc., Panama City, Fla., will handle advertising for Panama City Chamber of Commerce. Advertising Committee, which administers funds appropriated through annual tax of $1 million, is considering use of tv in certain markets.

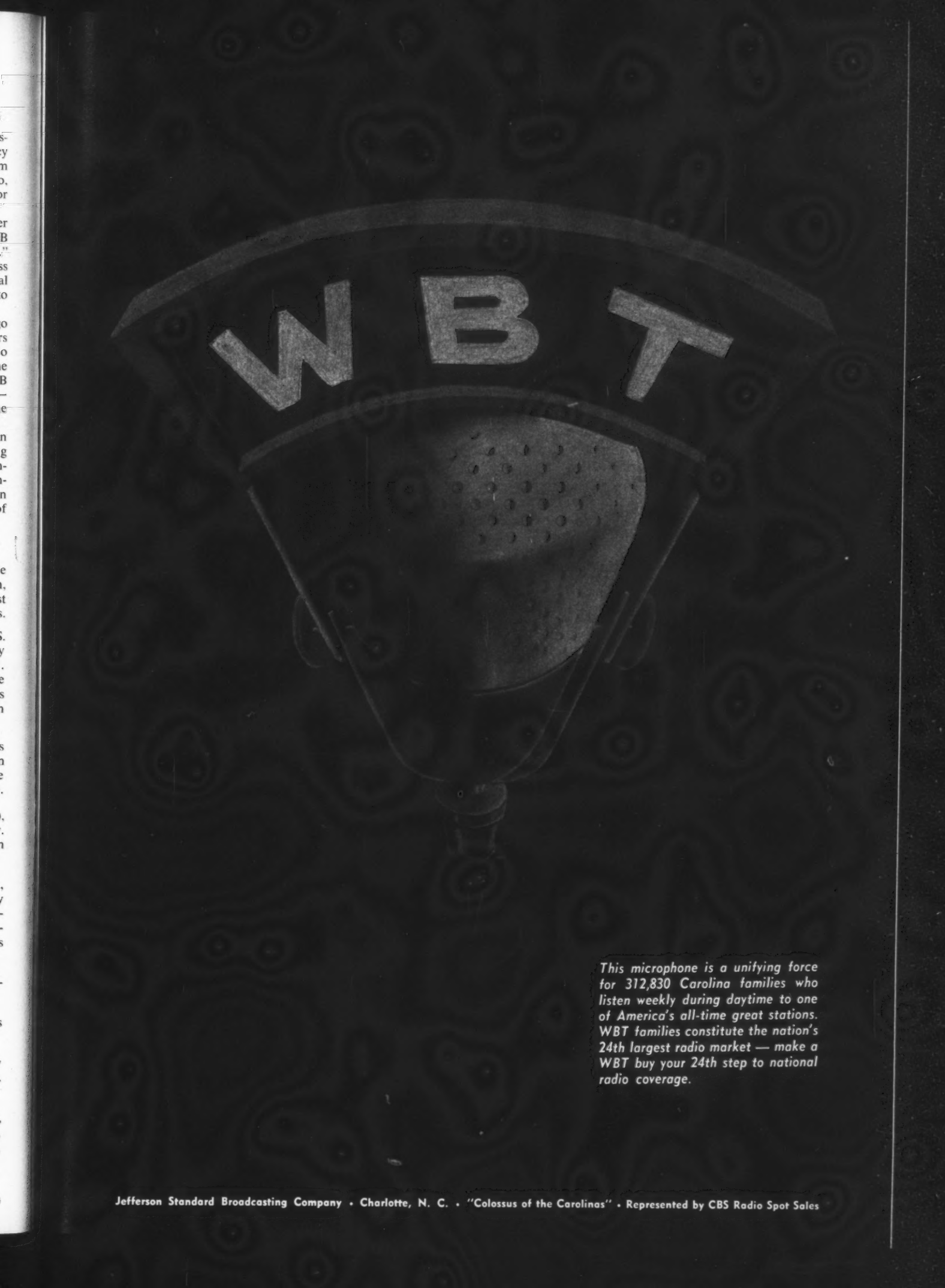
Quickee Products Inc., Yonkers, N. Y., appoints Schneider-Stogel Co., N. Y.

Clicquot Club Co., Millis, Mass., names Daniel F. Sullivan Co., Boston.

Channel Master Corp. (manufacturers of tv antennas), Ellenville, N. Y., names S. R. Leon Co., N. Y.

Neuhoff Bros. (meat packer), Dallas, Tex., appoints H. W. Kastor & Sons Adv. Co., Chicago. Radio-tv to be used in Texas, Arkansas, Oklahoma and Louisiana. W. O. Yocum named account executive.





This microphone is a unifying force for 312,830 Carolina families who listen weekly during daytime to one of America's all-time great stations. WBT families constitute the nation's 24th largest radio market — make a WBT buy your 24th step to national radio coverage.

Jefferson Standard Broadcasting Company • Charlotte, N. C. • "Colossus of the Carolinas" • Represented by CBS Radio Spot Sales

The Jack Wrather story: oil, stations, programs—and now world television

Television abroad, in the opinion of Jack D. Wrather, is today just about where television in the U. S. was in 1950. At any moment it can explode with the kind of force that made U. S. tv a major business in a couple of years.

When it does, Mr. Wrather expects to take a long joyride on a soaring world market in television, with no interruptions except frequent stops at the deposit windows of his several banks. He has already tuned up for the trip.

In July, his Jack Wrather Organization and the Wall Street investment house of Carl M. Loeb, Rhoades & Co. joined forces with Associated Television Ltd., British program contractor for commercial tv stations in London and the Midlands, and Incorporated Television Programme Co. Ltd. of London to form Independent Television Corp. as a worldwide purveyor of tv entertainment. A $12.5 million concern, ITC started out with six tv programs series: JWO's *Lassie, Lone Ranger* and *Sgt. Preston of the Yukon* and ITP's *Robin Hood, William Tell* and *Invisible Man,* and with promises that this was only the beginning.

Less than two weeks ago, ITC made what Mr. Wrather termed "the first of several expansion moves planned for ITC both here and abroad" by acquiring Television Programs of America and its subsidiaries at home and abroad for another $11.3 million. This transaction beefed up ITC's program stock immediately with TPA's *Fury, Ramar of the Jungle, Private Secretary, Last of the Mohicans, Charlie Chan, Tugboat Annie, Count of Monte Cristo, Ellery Queen, Halls of Ivy, Stage 7, Cannonball* and *New York Confidential* [LEAD STORY, Sept. 22].

ITC also is developing several new programs, Mr. Wrather revealed last week, including *The Adventures of Tom Swift* in this country and two co-producing deals in England: *Interpol Calling* with J. Arthur Rank and *Four Just Men,* based on the Edgar Wallace stories, with ATV. Hannah Weinstein, adapter-producer of the *Robin Hood* series, is acting in the same capacity for *Four Just Men.*

Last week, ATV on its own bought Broadcasting Assoc. Pty. of Sydney, Australia, obtaining a part interest in a Sydney tv station, ownership of six radio stations and a newly equipped studio for producing programs and commercials for tv and radio [see story, page 84]. ITC is not financially involved in this transaction, but there seems no doubt that ITC now has a waiting Australian outlet for its programs.

"ITC brings together a group of companies with allied interests in a sort of hands together relationship that gives each of us the right to participate in another's deals," Mr. Wrather explained, pointing out that ATV had an operating profit of $11.5 million last year and that its stockholders include Pye Ltd., "The GE of England," and Moss Empire Ltd., largest theatre owner in England. He said that the alliance of the Wrather organization with ATV is the first merger of this magnitude and a very important thing for worldwide television.

"Television is already underway in such countries as Italy, West Germany and Japan, as well as Great Britain and Australia," Mr. Wrather stated. "Its spread is inevitable. Eventually," he said, "we expect to get about 40% of our gross program revenue from the foreign market."

A native Texan, born 40 years ago in Dallas, Mr. Wrather followed in his father's footsteps and entered the oil business after his graduation from the U. of Texas in 1940. After the war, in which he spent five years in the Marine Corps, being discharged with the rank of major, he visited Southern California for a couple months of rest and change of scene, but friends in the motion picture business got him interested and he formed a company to produce industrial films which led him into the theatrical picture field. (Later, in 1952, he also produced a tv series, *Boss Lady,* for Procter & Gamble.)

"Now I had to make a decision," he recalls, "whether to get out of the oil business or back into it, so it was back to Texas and oil. But by that time entertainment had gotten to be a major interest and tv was also rearing its ugly—or should I say lovely—head, so I began looking for stations. In a year I got options on three stations—in Dallas, Los Angeles and San Francisco—at prices that make me want to kick myself when I see how well they're doing now, because I didn't take up even one of the options.

"The way I got my first tv station was by running into George Cameron, an oil man too, at the Racquet Club in Palm Springs. He invited me home for a drink and when I saw his desk littered with papers and commented that Palm Springs was for play, not work, he said that the paper work was in connection with his tv station, KOTV in Tulsa, and he'd sell it if it wasn't making so much money. I asked him how much it was making; he answered $20,000 a month, but added that I was right and he ought to sell it. Again I asked him how much; he said $2 million and I said, 'if it's built right and if it's really making $20,000 a month you've got yourself a deal.' "

It was; he had, and Jack Wrather was started on a broadcasting career that has to date also included the acquisition of KFMB-AM-TV San Diego (for $3.15 million in 1953), *The Lone Ranger* (for $3 million in 1954), *Lassie* (for $3.5 million in 1956), *Sgt. Preston of the Yukon* (for $1.5 million in 1957) and KERO-TV Bakersfield, Calif. (also in 1957, for $2.15 million).

In 1956, Mr. Wrather headed a syndicate which bought WNEW New York for $4 million. "We can point with pride to this deal as having brought to the people in radio a true appreciation of their medium," he stated. "Radio was still in the depths then, but we had faith in the future and we planned to get five major market radio stations. But when we bought WNEW for the top price ever paid for a radio station to that time we gave the industry a shot in

Syndicated Film Value Underscored by Rettig

Short-term contracts of 13 weeks or 26 weeks may be okay for live network tv programs, but they won't work in syndication, Earl Rettig, president of California National Productions, NBC's tv film subsidiary, said last week in Hollywood, where he is looking for profitable new properties.

"In live programming you can call up the people and say 'you're through tomorrow,' but with a film show for syndication there is too much original investment to be amortized and too many options to make 13-week contracts feasible," Mr. Rettig stated. CNP is selling on the traditional pattern of 52-week schedule of 39 originals and 13 re-runs, he said.

He commented that the local or regional advertiser buying a syndicated film program can pick his own markets and stations with which he is completely familiar and does not have to take unwanted coverage to comply with a network's must-buy list. "Therefore, a long-term contract is less risky for him than it might be for a national advertiser at this time."

Aviation may be the next popular subject for tv programming, Mr. Rettig said, reporting that *Flight,* which Airborne Productions is now producing for CNP with Al Simon as executive producer, has already been sold in more than 85 markets, including a 20-market purchase by Schlitz. WPIX (TV) New York will start telecasting *Flight* tonight (Sept. 29), with other stations to start it through the fall.

"Because programs like this are made in cooperation with the Air Force and use Air Force films for much of their action footage," he commented," the action is real and therefore the stories are real too and that realism comes over the audience in a way that was not always true of westerns or other tv programs."

Science fiction might also be a fruitful field for tv programming, Mr. Rettig said. CNP would be interested in looking at science fiction programs, either for production and syndication or for syndication only, he stated, adding that this is an intriguing but tricky subject.

Asked about videotape, Mr. Rettig said that it has provided the networks with an ideal solution to their time zone problems but at the present it does not seem very practical for syndication purposes, as too few stations are equipped with reproducers to make syndication via tape alone practical on a national scale. The day may come, he added, when most stations do have tape equipment and then, with its production economies, tape may virtually supplant film as a means of program distribution. "We're watching tape" he said, "and when the

JACK D. WRATHER AND THREE OF HIS PROFITABLE PROPERTIES

the arm that caused station owners to boost their prices to a point where we were no longer interested. It was a case of being done in by good publicity. If we'd reported the price of WNEW as $2 million, we'd probably be operating a string of radio stations today."

As it was, the Wrather group wasn't interested in owning just one radio station, so in 1957 it sold WNEW for another record amount, $7.5 million, giving another boost to radio morale, as well as to radio station prices.

When Jack Wrather bought KOTV (TV), the station was managed by Helen Alvarez, who owned 15% of the stock. "I needed someone to handle the day-to-day operations so I asked her to continue as manager and gave her the chance to build her interest up to 50% as an incentive. When we bought KFMB, we went into that on the same basis, only Edward Petry was also in on this purchase with 22%, leaving Mrs. Alvarez and me 39% each. When we sold KOTV [to J. H. Whitney in 1954 for $4 million] we made a large sum of money and needed a place to put it, so we acquired the Disneyland Hotel."

Later the Wrather-Alvarez relationship became stormy; there were suits and counter-suits and last spring Mr. Wrather bought out Mrs. Alvarez for an undisclosed price estimated at more than $2 million [AT DEADLINE, May 12]. A new corporation named Marietta (for the secretary of the attorney preparing the papers) now is licensee of the KFMB and KERO properties, owned 64% by Mr. Wrather, 36% by Mr. Petry. In all other ventures Mr. Wrather is associated with John Loeb, senior partner in Carl Loeb, Rhoades & Co.

A year ago Messrs. Wrather and Loeb bought Muzak, pioneer background music service, from William Benton, former U. S. Senator from Connecticut, for $4.35 million, acquiring WBFM (FM) New York in the transaction [PROGRAM SERVICES, Sept. 23, 1957]. "We will undoubtedly acquire other fm stations," Mr. Wrather says, "as part of our overall plan to build up a group of complementary companies—tape, electronics and the like."

Muzak's now programmatic device to provide automatic program operation for radio stations [PROGRAM SERVICES, Sept. 15] is going so well "we've run out of contracts," he reports. On the international scene, Muzak has just completed an agreement with ATV to handle the distribution of Muzak services in the United Kingdom and Australia, which Mr. Wrather expects in a few years to produce revenue amounting to "about 40% of what Muzak now gets in the United States, although of course this domestic income will continue to grow."

Tall (just under 6 feet), heavy-set ("I'm about five pounds overweight right now, despite trying to diet"), Mr. Wrather is a far cry from the boastful Texan of contemporary gagdom. Courteous and affable, answering questions directly (or declining to answer with a smile that robs the refusal of any sting), he looks like the successful businessman he is.

On the wall of his office on the top floor of the Beverly Hills, Calif., building that houses all of the Wrather enterprises hangs an oil painting of an oil field. This is not a symbol of Mr. Wrather's past. He is still active in the oil business, which is a distinct operation, with headquarters in Dallas. "We've drilled some 200 wells in the past six years," he says, "and brought in about 100 producing wells, including perhaps 8 or 10 discoveries. The rest are development wells from fields brought in previously."

Mr. Wrather also emphasized that, unlike some other oil operators, he and his associates were not merely investors in other fields but an operating group, taking an active part in the management of whatever they go into.

---

time comes we'll be in it with both feet."

Mr. Rettig said he sees no threat to CNP or other tv film syndicators in the plans of many stations to utilize their tape machines to put their most popular local programs into syndication. "If these local programs are good enough to go national, why haven't they come to the fore before this?," he asked. "Why haven't they gone network already? Many local programs were put on the networks in the early days of television, programs like *Ding Dong School* and *Kukla, Fran and Ollie*. They did well for a while, but when tv became more professional and more competitive they fell by the wayside."

FILM SALES

MCA TV Film Syndication Div. announces Paramount Pictures' library of 700 feature films has been sold to four tv stations, including WFBM-TV and WTTV (TV) in Indianapolis on shared basis by two outlets. Other station sales were made to WTCN-TV Minneapolis and KUTV (TV) Salt Lake City.

MGM-TV reports additional $100,000 in sales of its short subjects in past 30 days, figure representing films being placed in another 12 markets. Total number of stations programming shorts now is 34. Included are *Our Gang Comedies, Passing Parade* and *Crime Does Not Pay*. Latest sales were to WNBQ (TV) Chicago; KVAR-TV Phoenix; WHIO-TV Dayton, Ohio; WPTA (TV) Fort Wayne, Ind.; WEHT (TV) Evansville, Ind.; KVIL-TV Amarillo, Tex., and WHTN (TV) Huntington, W. Va., all buying *Our Gang*, and KING-TV Seattle, KGNC (TV) Amarillo and KATV (TV) Little Rock, Ark., purchasing *Passing Parade*.

Associated Artists Productions, N. Y., has sold more than 300 films of **Warner Bros.** feature library (about half) to Television Interamericana, S. A., for tv release in Cuba. Pictures will be aired over CMQ and CMBF tv net networks.

Television Programs of America, N. Y., reports that Drewrys Ltd. USA Inc. (brewery), South Bend, has bought *New York Confidential*, half-hour tv film series, in 15 midwest markets, starting shortly. Agency is MacFarland, Aveyard & Co., Chicago.

Victor & Richards, New York, announces sales of its syndicated live package *Top Ten Dance Party*, to KSL-TV Salt Lake City, for use as once-a-week program; WSLS-TV Roanoke, Va., for expansion of programming to six-days-a-week; and renewals by WHEN-TV Syracuse; WTEN (TV) Albany; WDXI-TV Jackson, Tenn.; and WXEX-TV Richmond, Va.

This is another in our series about successful people in advertising. Peters, Griffin, Woodward, Inc., Spot Television

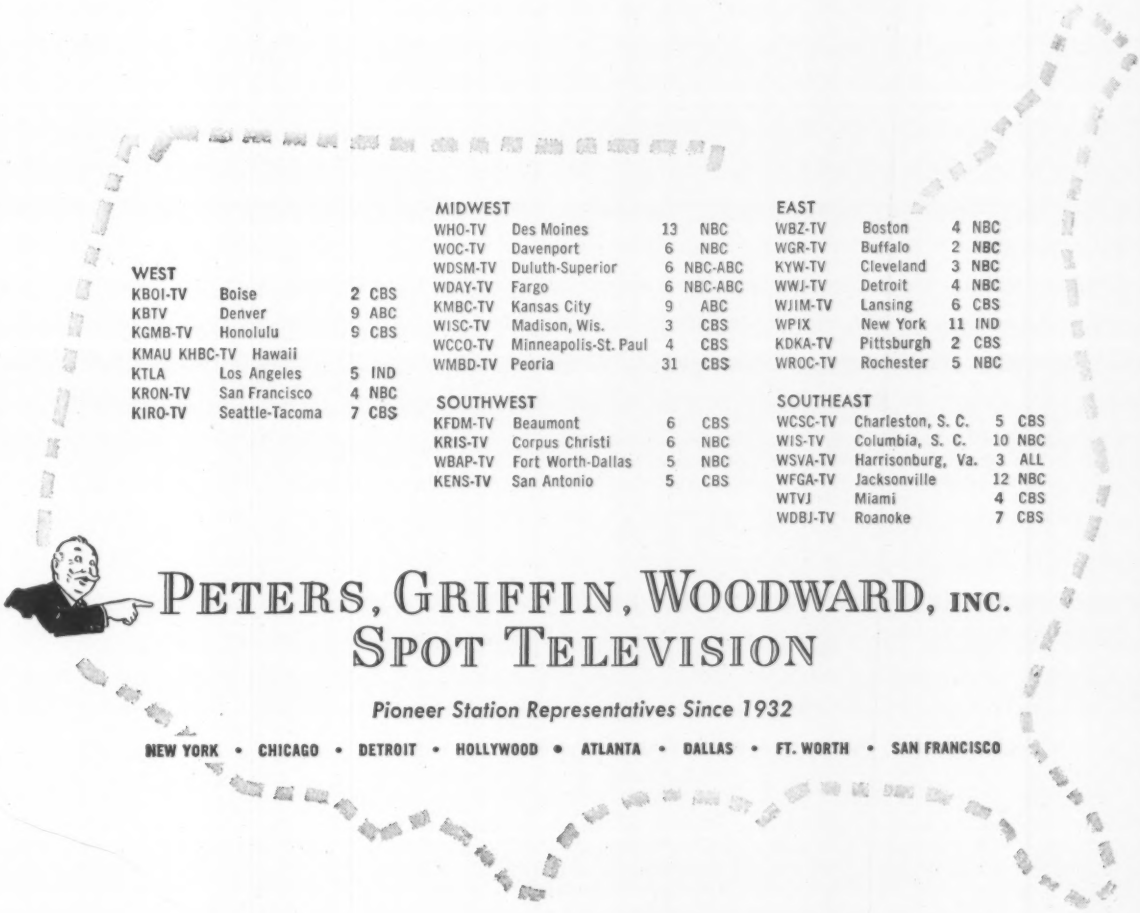
S IS MR. WEATHERWATCHER...

. . . who plays the law of averages — average temperatures that is — because his sales peaks are set by the weather. He holds his fire until the weather is right, then he lets go with both barrels — sight and sound!

Market-by-market his Spot Television advertising moves in when the selling is good . . . moves in with great power — and no waste.

To help you plan your strategy we've prepared a booklet we call "SPOT TELEVISION COST YARDSTICKS" which shows average temperatures month-by-month, and Spot Television costs regionally, seasonally and market-by-market. We'd like to send it to you.

Just write to Peters, Griffin, Woodward, Spot Television, 250 Park Avenue, N. Y. C.



WEST

KBOI-TV	Boise	2 CBS
KBTV	Denver	9 ABC
KGMB-TV	Honolulu	9 CBS
KMAU KHBC-TV	Hawaii	
KTLA	Los Angeles	5 IND
KRON-TV	San Francisco	4 NBC
KIRO-TV	Seattle-Tacoma	7 CBS

MIDWEST

WHO-TV	Des Moines	13 NBC
WOC-TV	Davenport	6 NBC
WDSM-TV	Duluth-Superior	6 NBC-ABC
WDAY-TV	Fargo	6 NBC-ABC
KMBC-TV	Kansas City	9 ABC
WISC-TV	Madison, Wis.	3 CBS
WCCO-TV	Minneapolis-St. Paul	4 CBS
WMBD-TV	Peoria	31 CBS

SOUTHWEST

KFDM-TV	Beaumont	6 CBS
KRIS-TV	Corpus Christi	6 NBC
WBAP-TV	Fort Worth-Dallas	5 NBC
KENS-TV	San Antonio	5 CBS

EAST

WBZ-TV	Boston	4 NBC
WGR-TV	Buffalo	2 NBC
KYW-TV	Cleveland	3 NBC
WWJ-TV	Detroit	4 NBC
WJIM-TV	Lansing	6 CBS
WPIX	New York	11 IND
KDKA-TV	Pittsburgh	2 CBS
WROC-TV	Rochester	5 NBC

SOUTHEAST

WCSC-TV	Charleston, S. C.	5 CBS
WIS-TV	Columbia, S. C.	10 NBC
WSVA-TV	Harrisonburg, Va.	3 ALL
WFGA-TV	Jacksonville	12 NBC
WTVJ	Miami	4 CBS
WDBJ-TV	Roanoke	7 CBS

PETERS, GRIFFIN, WOODWARD, INC.
SPOT TELEVISION

Pioneer Station Representatives Since 1932

NEW YORK • CHICAGO • DETROIT • HOLLYWOOD • ATLANTA • DALLAS • FT. WORTH • SAN FRANCISCO

Cates: quiz shows were already waning, current hubbub only greased the skids

The current "scandal" has put the whammy on quiz shows, but it merely sped rather than initiated their exodus from high popularity—and they'll be back, sooner or later, in new forms and new favor.

This not altogether unique view is held by Joe Cates, original producer and director of *$64,000 Question*, generally acknowledged as the quiz show that started the trend in big-money giveaways. Mr. Cates also has produced *$64,000 Challenge*, *Stop the Music* and other quizzes, and currently has the *Haggis Baggis* quiz on NBC, where in the past two years he has produced a number of major specials *(Ethel Merman Chevy Show, The Bachelor, High Button Shoes, Salute to Baseball,* among others).

Mr. Cates says he's convinced that quiz shows are and have been fundamentally honest.

"Look at it this way," he said. "People in our business are like everybody else—we're basically honest. There are a few quacks in every business, and no doubt we have our share. But I don't think we have more than our share; most of us are honest.

"If this investigation has been able to turn up only a handful of contestants crying 'fix,' out of all the thousands of contestants who've been on these shows, then you can be sure the shows have been fundamentally honest."

But the handful of charges that have been made—and displayed garishly in the newspapers—have cast suspicion on all quiz programs and, despite a number of studies to the contrary [NETWORKS, Sept. 22, 15], in Mr. Cates' opinion, are bound to hurt all.

"If the district attorney announced today that all quiz shows had been cleared, if he announced that all of them had been investigated by the grand jury and all found to be honest without exception—it wouldn't change a thing. Public confidence has been undermined and they're done for."

He added quickly that they had begun to slump in popularity—because the vast number of the breed and the element of imitativeness involved—before the scandal broke. In his view the scandal merely stepped up their decline by three to six months.

"But they won't be gone for good," he said. "Quizzes fit the three requirements for television programming."

To him the three requisites are: (1) It must be live, (2) It must be unrehearsed and (3) It must involve real people. Congressional hearings, baseball and football games are among the programs which, along with quizzes, meet these requirements, Mr. Cates asserted.

"Quizzes are popular features," he said. "Newspapers and magazines have them in various forms. A year from now, or two years from now, somebody will come up with a new quiz show idea and they'll bounce back into the top-rated programs again.

"It goes in cycles. It happened before with *Quiz Kids*, again with *Stop the Music*, and the last cycle started with *$64,000 Question*. No doubt the next cycle will have additional built-in safeguards—we can't afford not to take lessons from experience."

Mr. Cates and his associates at Louis G. Cowan Inc. (now Entertainment Productions Inc.) initiated some safeguards of their own when they pioneered the big-money giveaway with *$64,000 Question* in 1955.

From the first, the producers kept "open house" for the press. Newsmen were free to come and go virtually at will—and did so. Being constantly under scrutiny in this way, Mr. Cates reported, was practically a guarantee that everything would be on the up and up—or that if anything was awry it would be exposed.

For another thing, in interviewing prospective contestants the producers were not as much interested in asking direct factual questions about a subject as they were in establishing generally that the prospects were truly experts. If an applicant's subject was history, for example, they didn't ask him what Napoleon did to whom in what year and on which battleground. Instead they asked the candidate about his schooling; they checked his college and his friends; they wanted to know the makeup of his personal library and what books he had read in the past year—all clues indicating just how scholarly he might be in affairs of history.

Mr. Cates conceded that in many cases it is possible that contestants can be partially "controlled," despite safeguards.

"You don't have to feed a contestant questions or answers in advance," he pointed out. "If he is truly expert in his field, all you need do is give him questions which—even though they sound difficult to the layman—are more or less fundamental in that field and therefore would be known by any expert.

"But there's nothing dishonest about this. The producer's job finally is to ascertain that (1) the contestants are experts and (2) the questions constitute a 'fair' test."

But Mr. Cates denied that this technique was used on *$64,000 Question*—or could have been. The questions, he asserted, were made up independently by Bergen Evans, professor, lexicographer and tv panel moderator (*The Last Word*). More than that, he added, they are made up by Mr. Evans well in advance of the appearance of any panelist who would be asked to answer them.

Is it common practice to "regulate" the number of appearances a contestant makes by putting easier questions to those who demonstrate audience appeal and more difficult ones to those who don't?

Mr. Cates didn't consider control by this method to be possible with any degree of accuracy.

"If the questions are too simple," he said, "the audience becomes suspicious. Beyond that, you get into the area what's hard for one person may be easy for another. We've had some long arguments—one person saying 'this question is easy but that one is hard' and somebody else claiming the reverse. It gets to be a matter of opinion—or of how much any given person knows.

"On *64* we developed the 'multi-part' question, which eliminated the need to grade questions according to difficulty. We used the same basic question for all money levels, but as the money increased we added more parts."

Summing up in Mr. Cates' book (and words): to rig a program "would be dishonest—and even worse, it would be downright stupid."

AUTO LINEUP

With October set for the introduction of most 1959 car models, ABC-TV reported last Thursday (Sept. 23) that automotive sponsorships on the network will hit a new peak during the month with seven manufacturers represented on the schedule. Sponsors include Plymouth Div., Chrysler Corp. *(Plymouth Show, Starring Lawrence Welk);* Oldsmobile Div., General Motors Corp. *(Bing Crosby Show);* Chevrolet Motors Div., General Motors Corp. *(Pat Boone Chevy Showroom);* Dodge Bros. Corp., Div. of Chrysler Corp. *(Dodge Dancing Party)* and Willys Motors Inc., subsidiary of Kaiser Co. *(Maverick).* During the introductory period in October, participating sponsors on ABC-TV will be Buick and Ford Motor Co. [AT DEADLINE, Sept. 22].

Mickelson Cites Value Of Tv News to Sponsors

Television news is maturing as an information service and its growing stature is leading to increasing advertiser support, Sig Mickelson, vice president of CBS Inc. and general manager of CBS News, told a meeting of the Poor Richard Club in Philadelphia last Tuesday (Sept. 23).

Mr. Mickelson told advertising executives that the evolution of television news over the past ten years has been from a limited service provided largely by newsreel organizations to a world-wide news operation started by CBS-TV itself. With this growth has come the development of new techniques by the network, he said, covering the "specials" on specific issues in the news, and full-length documentaries which provide background to today's problems. He pointed out to the advertising executives that news and public affairs offer "a most favorable framework" for advertising messages.

He singled out the Prudential Insurance Co. of America as one of CBS-TV's "most valued sponsors." He explained that Prudential sponsors one of CBS-TV's news documentaries, *Twentieth Century*, which in the last year has covered such subjects as

IN INLAND CALIFORNIA (AND WESTERN NEVADA)

BEELINE® RADIO

delivers more for the money

Outstanding farm programming is one reason the Beeline delivers the largest audience in the nation's richest and most diversified farm area. Each of the five Beeline stations has its own farm editor working closely with McClatchy newspaper editors to give listeners the most complete coverage in the inland valley. Result: top-rated farm programs in each area.

Taken as a group, these mountain-ringed radio stations deliver more radio homes than any combination of competitive stations... *at by far the lowest cost-per-thousand.* (Nielsen & SR&D)

McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA
Paul H. Raymer Co.,
National Representative

Winston Churchill, guided missiles, brainwashing, the atomic age, and this season will explore Soviet propaganda methods, drug addiction, space flight, Woodrow Wilson and Knute Rockne.

Mr. Mickelson noted that Prudential already has invested about $4 million in the program because of "its dignity, prestige and dedication." But the company, he said, also is merchandising the show in "a most energetic and imaginative way," using some 22,000 agents throughout the country. Agents distribute brochures on the program to policy holders and prospects. In addition, a detailed teaching aid on each program is distributed to 60,000 teachers in 12,000 schools.

Mr. Mickelson also paid tribute to other sponsors of CBS-TV specials, saying, "It is advertisers such as these who are helping to provide the sound economic base for television news and public affairs."

Mr. Mickelson conceded there are two areas in which television news executives must be particularly vigilant: they must not succumb to the lure of the picture when the picture, in fact, may be a distraction from the main theme of a story; secondly, they must master the use of graphics.

Mr. Mickelson noted that television news and public affairs are costly undertakings. In 1957, he reported, CBS News' losses ran to about $10 million for radio and television. He expressed the hope that these losses will be cut in the future with the assistance of national advertisers.

MR. MULLEN MR. COYLE MR. CHAPIN MR. MINAHAN

ABC-TV SHIFTS EXECUTIVE LINEUP

New executive assignments at ABC-TV were announced last week by President Oliver Treyz. The reorganization, according to ABC-TV, has been effected in part to free Mr. Treyz for top management work by reducing the number of key executives who report directly to him.

In the changes:

Donald W. Coyle, a vice president and director of sales and development and research, becomes vice president and general sales manager, reporting to William P. Mullen, vice president in charge of tv network sales. Mr. Coyle continues direction of sales development and research.

Slocum Chapin, vice president in charge of ABC-TV client relations, is assigned as vice president for the western division. Harold Day, manager, western division, reports to Mr. Chapin as will the Chicago, Detroit and West Coast network sales offices.

Michael Minahan, budget officer, becomes administrative officer, acting also as assistant to Mr. Treyz on general administrative matters. Other managerial personnel in tv sales now reporting to Mr. Mullen will report to Mr. Coyle. Tv station clearance will become part of the sales department with Donald Shaw, director of tv station clearance, reporting to Mr. Coyle.

In effect, noted Mr. Treyz, the change combines the function of sales, sales development, research and station clearance "to allow for greater concentration on all facets of marketing services."

Mr. Mullen joined ABC-TV's sales department as an account executive two years ago, last year was promoted to sales manager for the Detroit division and this year was elected vice president and general sales manager. His associations before ABC-TV included John W. Loveton Productions, Trans-Film Inc., Cappel MacDonald & Co., William Morris Agency and CBS-TV.

Mr. Coyle was a research writer with ABC-TV in 1950, was promoted successively to director of research, took over sales development two years ago and was elected a vice president a year ago.

Mr. Chapin in 1942 joined WJZ New York (now WABC), two years later was with radio network sales and in 1948 became eastern sales manager for ABC-TV when the department was created. In 1951 he became vice president in charge of o&o stations for ABC, three years later vice president in charge of ABC-TV's sales and a year ago vice president in charge of ABC-TV client relations.

Mr. Minahan has been with the network nearly two years, joining as systems specialists in the internal audit and systems department, moved up to business manager of ABC Radio nearly a year ago and to budget officer of ABC-TV in June 1958. His previous experience was with industrial companies in Canada.

As a result of the consolidation these key executives continue to report to Mr. Treyz: Thomas W. Moore, vice president in charge of tv programming; Mr. Mullen; Dean Liner, director of advertising and promotion, and Alfred R. Beckman, vice president in charge of tv station relations.

Hayes, Perkins, Close Elected To CBS Radio Affiliates Board

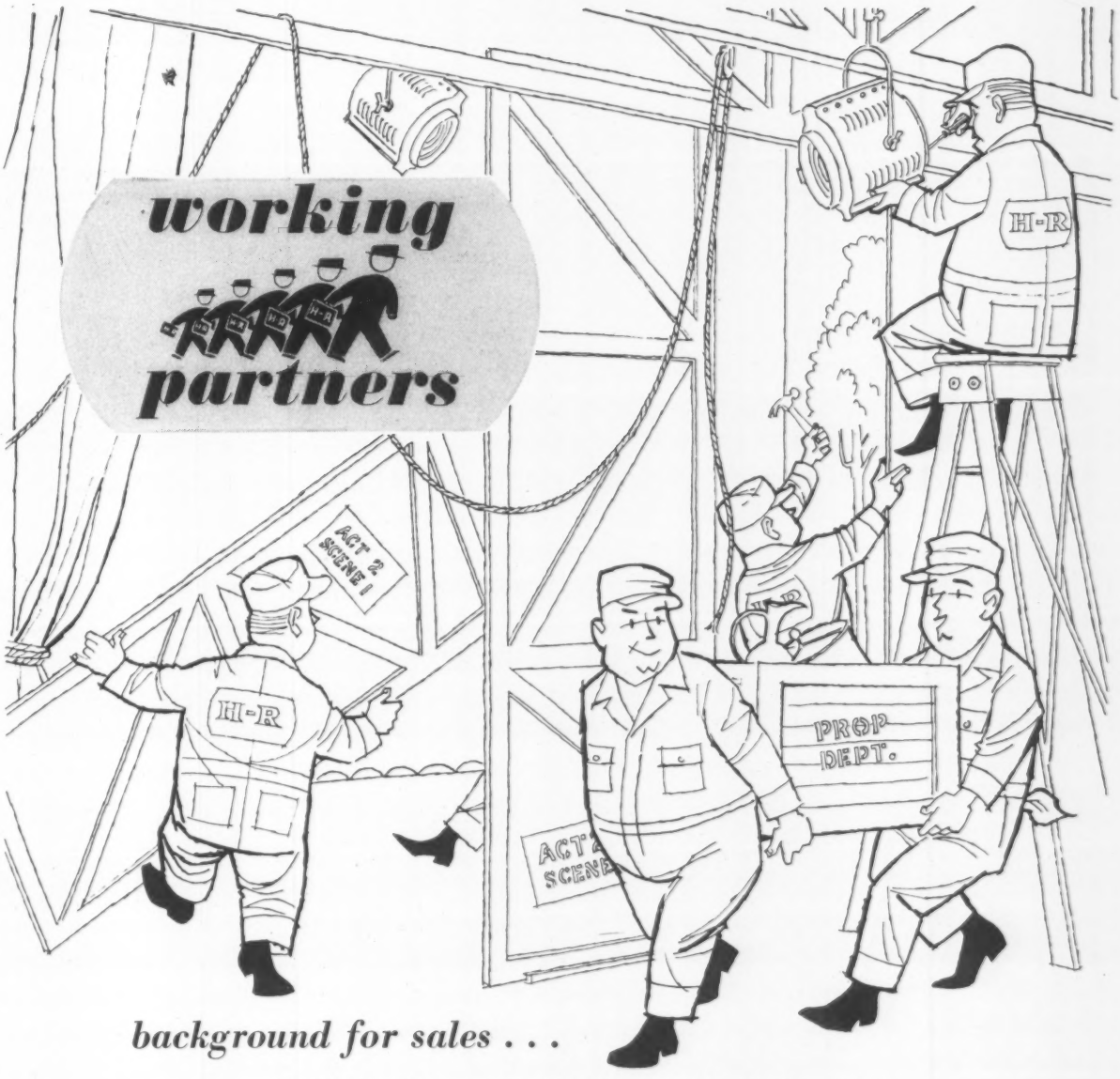
John S. Hayes, WTOP Washington; George M. Perkins, WROW Albany and Joseph K. Close, WKNE Keene, N.H., have been elected to the board of directors of CBS Radio Affiliates Assn., for three-year terms, according to Charles C. Caley, WMBD Peoria, Ill., chairman of the board. New members will take office at the association's fifth annual convention in New York Oct. 29-30.

Mr. Hayes, who will serve as vice chairman, was elected to the board from District 3. He had been filling the unexpired term of Donald W. Thornburgh, WCAU Philadelphia; Mr. Perkins, to represent District 2, replaces C. Glover Delaney, WHEC Rochester, N.Y., and Mr. Close, representing District 1, replaces J. Maxim Ryder, WBRY Waterbury, Conn., former secretary-treasurer of the association.

A chairman, vice chairman, secretary-treasurer and three new directors-at-large to serve for 1958-59 will be named at the start of the annual convention.

Remainder of membership of the board follows:

Harold Danforth, WDBO Orlando, Fla., District 4; Hoyt B. Wooten, WREC Memphis, Tenn., District 5; Joseph M. Higgins, WTHI Terre Haute, Ind., District 6; Frank Fogarty, WOW Omaha, Neb., District 7; J. C. Kellam, KTBC Austin, Tex., District 8; Westerman Whillock, KBOI Boise, Idaho, District 9; Worth Kramer, WJR Detroit, director-at-large; Lee B. Wailes, Storer Broadcasting Co., Miami Beach, director-at-large; and John M. Rivers, WCSC Charleston, S.C., *ex officio* member.



background for sales . . .

The Working Partners who started H-R were all well rehearsed
for the part we play in the continuing performance
of the service we render our stations and buyers of time.
While the scene has shifted in radio and TV, the basic script remains the same.
The original cast of Working Partners still make personal appearances
at time buyers' desks, still continue to direct the operations of this
firm. The supporting cast are all seasoned professionals.
Over the years we have continued to proceed on the thesis that the only
performance for which we can expect applause is the one
which is climaxed by sales.

FRANK HEADLEY, President
DWIGHT REED, Vice President
FRANK PELLEGRIN, Vice President
PAUL WEEKS, Vice President

"We always send a man to do a man's job"

RADIO **H-R** TELEVISION
TELEVISION, INC.
REPRESENTATIVES, INC.

NEW YORK	SAN FRANCISCO	ATLANTA
CHICAGO	DALLAS	HOUSTON
HOLLYWOOD	DETROIT	NEW ORLEANS

FCC'S CRAVEN HOISTS WARNINGS ON INDIFFERENCE TO ALLOCATIONS

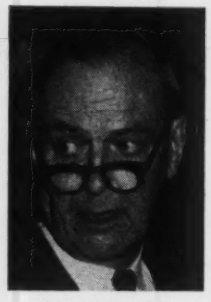
- **Tells IRE that other services could succeed in spectrum grab**
- **Urges own plan to ensure adequate outlets in major markets**

FCC Comr. T. A. M. Craven, the Commission's only engineering member, raised hurricane warnings for broadcasters last Friday (Sept. 26) in a speech before IRE engineers in Washington.

Mr. Craven said television broadcasters must give more serious thought to the allocations problem or they will find other services making good better claims to unused portions of the tv bands.

He took occasion to plump for his integrated plan of tv allocations—a contiguous band of 25 to 30 channels running from the present ch. 7 (174 mc) to 324 mc [LEAD STORY, June 2]. He also urged consideration to "short range" plans to ensure three or four outlets in all major markets.

"While my suggestion has some of the disadvantages of going to all uhf," Comr. Craven stated, "it appears to me to possess advantages of significant importance . . ." He termed these as better propagation than uhf, easier receiver design, continuance of the usefulness of present vhf receivers (since seven existing channels would be continued), and the opening up of desirable portions of the radio spectrum to other services.



COMR. CRAVEN

"While 25 or 30 television channels would not provide for idealistic competition," Mr. Craven said, "there would be at least a sufficient number of channels to offset the present monopolistic trends in television broadcasting."

He called on the technical staffs of stations to impress on management that inaction "could be damaging to your industry's business, and that blind resistance in the face of technological progress could be contrary to his best interest." Failure to furnish the FCC with constructive suggestions, he said, "could result in settlements which may be far from satisfactory to the broadcast industry."

Mr. Craven called attention to the fact that 59.5% of the radio spectrum between 25 mc and 890 mc is allocated to broadcasting (education and entertainment), while the federal government uses 25.7%, and the remainder by such services as public safety, travel safety, commercial research and development, public correspondence and personal convenience. New services which will be seeking spectrum space in this area, Mr. Craven said, include forward scatter, astronautical organizations, air navigation and traffic control, land mobile, marine, safety, common carrier, public telephone to and from airplanes and industrial, scientific and medical services.

These demands for more space has been met by broadcasters with "resistance to change", Mr. Craven stated.

Television in the uhf band has not been utilized efficiently, Mr. Craven said, because of its inferior performance compared to vhf. This in turn results in the reluctance of advertisers to use uhf stations, he stated. Also, he added, the wide range of frequencies between ch. 2 and ch. 83 places "such a burden upon the receiver designer that efficient, all-channel receivers have not been produced at market prices comparable with the cost of vhf receiver installations."

Referring to a 12-channel only tv system, Mr. Craven warned that "Some persons already envisage radical regulatory measures, possibly more stringent than those now imposed on common carriers . . ."

The suggestion that tv be moved entirely to the uhf band must await the results of the investigation by the Television Allocations Study Organization, Mr. Craven stated. But, he continued, unless more selective and better uhf receiver performance is achieved, uhf will never provide the service rendered by vhf today. And, he added, if such an improved uhf receiver can be achieved, would it not be far more expensive than present vhf models prices?

Proposals to increase the utilization of the 12 vhf channels—through directional antennas, precise offset carriers, vertical and horizontal polarization, increasing video-audio ratios and other techniques—would not alleviate the "monopolistic" aspects, Comr. Craven said, and "might well lead inevitably to such a deterioration in the quality of reception in rural areas as to result in significant costs to the public, and consequently, public resentment."

Deintermixture has not been successful, he pointed out, because it has not been tried on a large enough scale. But, he continued, such a move would create much the same problems as going all out to uhf.

The FCC commissioner spoke at the annual broadcast symposium banquet of the Professional Group on Broadcast Transmission Systems.

The seminars included a forum and a panel discussion of black and white and color tv videotape systems, as well as papers on very precise carrier offset, vidicon performance, stereophonic broadcasting, weather radar and tv broadcasting, fm and multiplex operations and broadcast switching facilities.

MORE TIME FOR REPLIES

The date for reply comments in the FCC's clear channel proceeding last week was extended from Sept. 29 to Oct. 29. The Commission made the extension following requests for such action.

Rep. Bray Wants to Reintroduce Measure for Study of Spectrum

Legislation to limit a study of spectrum allocations to military use of frequency space will be re-introduced early in the 86th Congress by Rep. William G. Bray (R-Ind.)—if he is re-elected to the House.

Rep. Bray promised as much when he appeared before the Indiana Broadcasters Assn. meeting in Indianapolis [TRADE ASSNS., Sept. 15]. He also said tv—probably five- or ten-minute programs—would play a vital part in his campaigning.

The Indiana congressman noted his previous measure (H J Res 381) died in the last session of the 85th Congress (in the House Commerce Committee) and told BROADCASTING if re-elected, he plans to introduce a similar resolution next January calling for a study of frequency space allocated to the government, looking toward the assurance of efficient utilization of allocations to the government, specifically the military.

Identical resolutions by Rep. Bray and Sen. Charles Potter (R-Mich.)—(S J Res 106) this past summer became stalled in the last session [GOVERNMENT, Sept. 1, Aug. 4; LEAD STORY, Aug. 18].

Congressman Bray reiterated his previous views about expanding the investigation to include all allocations and again questioned the military's motive. He emphasized his belief such a study should be limited to the military alone, with industry leaders being permitted to testify in any investigatory hearings.

A member of the House Armed Services Committee, Rep. Bray also introduced bills in the 85th Congress to prohibit pay tv (HR 10562) and repeal the 10% excise tax on radio and tv sets (HR 12572).

New Deadline of Oct. 31 Set For 25-890 Mc Statements

The FCC last week suspended until Oct. 31 its deadline for filing of statements of proposed evidence to be presented in the Commission's inquiry into the allocation of frequencies to non-government services in the 25-890 mc band of the spectrum.

NAB filed a statement saying it plans to (1) ask the continuance of fm broadcasting in the 88-108 mc band and will show the importance of fm in the U. S. and its resurgence by figures on sets in use and fm stations on the air; (2) ask delay on that part of the proceeding affecting tv until Television Allocations Service Organization (TASO) makes its report next Jan. 1 and the FCC and the broadcast industry has had a chance to study findings; (3) show evidence illustrating the need for frequencies for remote pickup facilities in the 25 mc, 150 mc and 450 mc bands and emphasize the need for at least 5 mc separation for use of frequencies at 450 mc.

HOW TO COP A HIT

CLUE #1 *Compare ratings and costs.* In the latest U. S. Telepulse, BADGE 714 outrates all syndicated drama shows . . . 17 out of 18 comedies . . . 12 out of 13 mysteries. Average cost/1000 viewers/commercial minute in the top 60 markets: $1.19!

CLUE #2 *Scout the Northeast.* In Boston, for example, BADGE 714 comes up with an 18.2 rating, a 44% share-of-audience, and a cost-per-thousand of only 76¢!

CLUE #3 *Scour the South.* BADGE 714 rings up a resounding 17.7 rating in Atlanta, with a 36% share-of-audience, and a cost-per-thousand of just 88¢!

CLUE #4 *Travel the Midwest.* Indianapolis, for instance, where BADGE 714 shows a 22.9 rating, a 43% share-of-audience, and a cost-per-thousand of 76¢!

CLUE #5 *Go West.* Denver gives BADGE 714 a 25.2 rating, a 49% share-of-audience, and a cost-per-thousand of $1.16!

CLUE #6 *Comb the Northwest.* It's an 18.2 rating for BADGE 714 in the Seattle-Tacoma market, with a 40% share-of-audience, and a cost-per-thousand of $1.27!

Now, check these other arresting BADGE 714 clues:

MARKET	LATEST TELEPULSE RATING	SHARE-OF-AUDIENCE	COST M VIEWERS PER COMM. MIN
Columbus, O.	17.9	35%	$1.24
Dayton	31.3	64%	.85
Minneapolis-St. Paul	14.2	44%	.75
Washington	13.5	32%	.49
Wichita-Hutchinson	15.0	37%	.60
Houston-Galveston	12.5	31%	1.24
Kansas City	13.9	37%	1.47
Portland, Ore.	15.5	25%	.94
Wheeling-Steubenville	25.3	42%	.56
Norfolk	17.9	41%	1.05

The solution is clear. Turn your old clues into cash. Lock up BADGE 714 at once!

NBC TELEVISION FILMS—A DIVISION OF

CNP

CALIFORNIA NATIONAL PRODUCTIONS, INC.

TV SPECTRUM REPORT RELEASED

- **Senate Commerce Committee relays to FCC sans comment**
- **Bowles slaps at Commission's past allocation practices**

An advisory committee on tv allocations to the Senate Commerce Committee last Thursday (Sept. 25) released its report—a document which failed to receive the sanction of the parent Senate body, plus several members of the technical group itself.

The study is the work of Edward L. Bowles, chairman of the special ad hoc committee and Massachusetts Institute of Technology professor, who obstinately had the assistance of nine other committee members. The report, with strong dissents on some points, recommends:

"1. An independent audit of the uhf-vhf allocations problem [with a $500,000 allocation].

"2. An objective review of the Commission's mandate, management, operation and budget.

"3. The establishment of a communications office or authority as part of the Executive structure.

"4. An authoritative classified review of the radio spectrum requirements of the nation as a whole, conducted at Executive level."

The Commerce Committee sent the Bowles report to the FCC for its comment. Underscoring the fact it has not been acted upon by the committee, Chairman Warren Magnuson (D-Wash.), announced that "further action will be determined" after the Commission has replied.

In a section entitled "Additional Views of Edward L. Bowles," the author takes a verbal punch at the FCC and the method by which commissioners are appointed.

The actual report encompasses only eight pages of a 266 page document, with the remaining space devoted to Mr. Bowles' "additional views" and supporting brief.

"The Commission has wrestled with the television allocation imbroglio with negligible success," the report states in commenting on its first recommendation. The FCC has demonstrated its incapacity to deal with the problem without assistance while "piecemeal solution offers no more than an insidious panacea," Mr. Bowles' report maintains. It continues:

"There is need for a realistic evaluation of the economic, social and technical factors affecting the growth of commercial television broadcasting (including community tv) in order that national projections of growth may be made to guide the government, industry, and the public. To the extent that monopoly is inimical to the public interest, the government must insure that by the nature of its action or lack of action it does not engender the underlying causes.

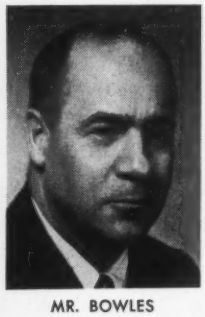
"It is for these reasons that the ad hoc committee recommends that the Interstate & Foreign Commerce Committee take the formal steps necessary to underwrite and monitor for the Commission an independent audit of the tv allocations problem. . . . The purpose of this audit would be to give the Commission a considered, comprehensive analysis of the national tv problem with detailed recommendations with respect to a nationwide allocation plan."

The report recommends the proposed audit be placed in the hands of a nationally recognized, professional institution and that "a minimum budget of $500,000 be immediately set aside to insure initiation of the project."

Housekeeping burdens obscure the Commission's more important functions, the report said in setting out reasons for the second recommendation. The FCC has given but passive notice to the section of the Communications Act enjoining it to study and encourage new uses of radio, the report stated. "One example is its reliance on interested industry, to the exclusion of independent study, for technical analysis involved in the allocations problem. It has no control over the scope or quality of this industrial source of information. . . . This situation is not simply unhealthy; it is tantamount to an abdication of responsibility. . . .

"Here is a vital matter needing examination. It is, therefore, recommended that a group be selected . . . to examine the Commission's mandate under the Communications Act, its organization, budget and management."

The report found the current method of assigning civilian (by the FCC) and government (by the President) spectrum space is undesirable. "In ordinary circumstances, a lack of overall unity may be simply inconvenient; in times of emergency, it can prove disastrous," the report stated. Also, it said, because of the 1959 international radio conference, there is "an imperative need for a critical study of the radio spectrum in terms of governmental and non-governmental needs. Clearly, such a study should be made under classified authoritative aegis at Presidential level."



MR. BOWLES

On the overall allocations problem, Mr. Bowles stated: "To argue that it is too late to take any corrective steps is but to condone the lack of decisive action by the Commission over the past five years and to endorse this pattern as a tradition."

Mr. Bowles told the Senate committee that the following ad hoc committee members endorsed the report: Allen B. DuMont, Allen B. DuMont Labs; Donald G. Fink, Philco Corp.; Haraden Pratt, IRE, and consulting engineer A. Earl Cullum Jr.

C. M. Jansky Jr. and his alternate Stuart L. Bailey, partners in an engineering firm bearing their names, wanted it emphasized that the additional views and supporting brief are the opinions of Mr. Bowles and not the individual committee members. They also said that the recommended establishment of an Executive communications office should be re-evaluated in the light of present knowledge.

Committee member William S. Duttera of NBC said that any audit of the uhf-vhf situation should function only in an advisory capacity to the FCC and disagreed with the recommendation to the extent that it might in effect replace the FCC in policy development. Mr. Duttera vetoed the proposed investigation of the FCC, pointing out congressional committees periodically review Commission authorization and operation.

Mr. Duttera also said that the third and fourth recommendations are outside the scope of the technical committee's purposes and directives.

CBS' William Lodge, in objecting to parts of the Bowles report, stated: "I feel that much of the criticism leveled at the FCC is directed at decisions which, with the benefit of hindsight, seem glaringly wrong, but which were based on reasonable assumptions at the time." He also disagreed with the recommendations for a uhf-vhf study and an investigation of the FCC.

Mr. Lodge asked that a committee meeting be held before the Bowles draft was submitted to the Senate Commerce Committee. "I believe that it is more forthright of me to state my position and to suggest that a committee meeting be held, than merely to dissociate myself from the committee's final action." he told the report's author.

Committee members Edward Kenehan, former chief of the FCC Broadcast Bureau and now with Haley, Wollenberg and Kenehan, and Ralph Harmon, Westinghouse Broadcasting Co. vice president, did not express their approval or disapproval of the report. Frank Marx of ABC and Comr. T. A. M. Craven, appointed to the Bowles group before he joined the Commission, both resigned from the special committee prior to the release of the report.

Mr. Bowles devoted a good portion of his "additional views" to a criticism of the FCC. Its operations, he charged, reflect "the insidious practice of meting out appointments as political favors. It would appear from recent appointments that there are no qualifications other than American citizenship and political acceptability."

Other additional views of the author:

- The FCC has not tried to make uhf work.
- Comparative cases are decided through an arbitrary set of criteria whose application is shaped to suit the instant case.
- The Commission should charge a fee to broadcasters for its service. "It seems strange that a tax should not be levied on the use of the radio highways," he said.
- A plea for pay television. "Can it be that there should be a dog-in-the-manger attitude when it comes to exploring subscription tv?" he asked. "This innovation could supply the incentive by which to give uhf a full opportunity to prove its worth,

later rebounding to the advantage of free tv."

• Put the FCC on a judicial plane with lifetime appointments and larger salaries.

• A more careful selection of future commissioners with particular attention to their qualifications. "Morality, ethical behavior, comportment . . . and experience are not legislated," Mr. Bowles said. "Inadequate legislation can admit the weak and encourage the corrupt. Easy access to an office where the temptations are great is the fault of executive and legislative function."

The special ad hoc committee was formed by the Senate Commerce Committee in June 1955 to examine the allocation of tv frequencies and to advise the senators on technical matters. A first draft of the report was submitted last fall and met immediate opposition from some members of the Senate committee.

The only action taken on the report by the Commerce Committee was the authorization given to have it printed last March.

Maryland Court of Appeals Asked To Reverse Decision on Ad Taxes

Reversal of a court ruling that upset Baltimore city taxes on advertisers and media [ADVERTISERS & AGENCIES, July 14] was asked by the city government Sept. 19 in an appeal to the Maryland Court of Appeals. Media counsel argued the taxes should not be imposed during 1958. The levies expire next Jan. 1, following the July court decision.

The court took the case under advisement. Joseph Sherbow, for WBAL-AM-TV and the *Baltimore News-Post*, argued repeal of the taxes (2% on gross advertising receipts, 4% on the advertiser) had resulted by public protest based on the fear basic freedoms would be lost. Richard F. Cleveland, for the *Sunpapers*, said loss to the newspapers would be $350,000 this year. Harrison L. Winter, WJZ-TV counsel, contended broadcasts can't be limited within the borders of a state.

Hugo A. Ricciuti, acting Baltimore city solicitor, held the issue before the court was whether the taxes impaired the ability of news media to disseminate news and information. He argued it had not been shown that the taxing power had been abused and the First Amendment did not apply.

Reprimands on Film Incident Go With Storer, WBC Renewals

The FCC last week notified Storer Broadcasting Co. and Westinghouse Broadcasting Co. that they violated Commission rules last March in presenting excerpts of films "discussing a controversial public issue" without revealing that the films were furnished by National Assn. of Manufacturers.

The Commission so informed the two licensees after renewing the licenses of Storer's WJW - AM - FM - TV Cleveland, WJBK-AM-FM-TV Detroit and WSPD-AM-FM-TV Toledo, and of WBC's KYW-AM-FM-TV Cleveland. In renewing the station licenses, the FCC said it is taking no further action "at this time" in view of the stations' over-all operation in the public interest, but said the violations are being associated with FCC files for the stations for such future consideration as the operation of the stations may warrant.

Storer's WJBK-TV and WVUE (TV) Philadelphia and WBC's KYW-TV ran excerpts of films made of the "Kohler hearings" held by a special Senate Labor-Management Committee last March. Storer denied knowing the films were furnished by NAM, while WBC said it did not believe its presentation of excerpts of the films with other material on news shows constituted a violation of FCC rules. Both denied violations.

The FCC said neither Storer nor WBC exercised the "diligence" required of a licensee, especially in view of the nature of the films ("public controversial issue"), and that although neither willfully violated FCC rules, the conduct of both fell "substantially short."

More than a score of other tv stations have been contacted by the FCC in regard to their presentation of the films [GOVERNMENT, April 21, *et seq.*]. The FCC action came after a complaint by AFL-CIO, whose United Auto Workers has been on strike against the Kohler Co. in Sheboygan, Wis.

Eisenhower Okays New Measure To Simplify Procedure on Appeals

President Eisenhower has signed a bill to permit the FCC to greatly reduce records and files sent to appellate courts in contested cases. The measure, HR 6788 (introduced by Rep. Emanuel Celler [D-N. Y.]), authorizes the courts to permit regulatory agencies to forward only those portions of the record pertinent to the appeal.

The bill provides that when appeals to the same decision are filed before more than one court, the court in which the first protest is lodged will hear the case. The court, however, may transfer jurisdiction to a second court if "the convenience of the parties and the interest of justice would be served." HR 6788 was passed by the House in July 1957. The measure was approved Aug. 14 by the Senate. It was forwarded to the White House Aug. 19.

WILLINGLY QUOTED

The subject of quiz shows (which apparently will not down), moved two congressmen to comments last week. Rep. Oren Harris (D-Ark.), chairman of the Legislative Oversight Subcommittee, said that although no formal investigation is planned, the subcommittee is in touch with the New York district attorney's office. Rep. Morgan Moulder (D-Mo.), ex-chairman of the subcommittee, said "public interest demands some more rules and regulations of tv programs."

A wisp of an even more potent threat came through Rep. Harris' comment when he added that even if the subcommittee does not investigate, it may recommend changing the laws which now are interpreted as barring the FCC from any concern with program content except for considerations such as obscenity and libel.

FCC's Lack of Teeth Again Evokes Censure

A recurring question—whether the FCC should be given the power to impose penalties short of license removal—was up again last week. The forum: a post-hearing session of the House Legislative Oversight Subcommittee.

Chairman Oren Harris (D-Ark.) directed subcommittee staff member, Robert McMahon to read a memorandum he had prepared on the question of FCC sanctions. In it Mr. McMahon reviewed the history of the question, quoting both a Hoover Commission study and the FCC itself on the subject. The former (1) criticized the FCC for not formulating regulatory policy except at the request of the industry it regulated and (2) found that even when the FCC did try to impose regulatory sanctions it was "stymied by a lack of a tradition of enforcement. Its chain broadcasting regulations and its policies with respect to program content, for example, have been little more than pious statements of principles unaccompanied by vigorous attempts to secure compliance."

The FCC was quoted from a Don Lee case in which it agreed that the licensee merited punishment, but not so drastic a punishment as license removal. Having no middle course, it elected not to punish at all.

"Consequently," found Mr. McMahon, "once an individual or corporation has 'gotten away' with an illegal act, their doing so sets the stage for others to follow suit and the statute becomes meaningless."

Little further light was shed on the subject at the hearing. Chairman Harris called FCC Chief Counsel John L. FitzGerald to testify on the matter, but he offered only the observation that the FCC could exercise control at the time of license renewal. Comr. Rosel Hyde declined an offer to testify, saying he would prefer to reserve his remarks until after release of the programming portions of the Barrow (network) report.

Chairman Harris observed that if a licensee disregards an FCC cease and desist order, it *should* have its license revoked.

Tube Maker Signs Consent Order

The Federal Trade Commission last week approved a consent order which prohibits Stanley Electronics Corp., Paterson, N. J., from selling radio and tv tubes without disclosing whether they are used or not of first quality. FTC issued a complaint last March charging that Stanley failed to disclose in its advertising and on cartons that the tubes were used, pull-outs, factory rejects or surplus. The company and FTC's Bureau of Litigation agreed to the consent order.

4 "BIG STICKS"

for slugging out sales in the Raleigh-Durham area

WRAL-TV **TOP RATINGS:** First in every ARB survey, sign-on to sign-off, since it started operations—an unequalled rating record in the Raleigh-Durham area. Yours to use for spots or features.

WRAL-TV **SUPERLATIVE EQUIPMENT:** First Videotape recorder in North Carolina... $100,000 4-camera Mobile Unit... two of the South's largest studios with seven cameras, rear screen projector, three 70-circuit lighting boards.

WRAL-TV **CAPITAL CITY LOCATION:** Everybody looks to the capital for news and views about government, economic, agricultural, even sports activities, and Channel 5 gives it to them, visually, verbally, effectively.

WRAL-TV **POPULAR PROGRAMMING:** The best of NBC, from TODAY to JACK PAAR ... choices from ABC... exclusive local programs that attract and hold loyal audiences.

These four—and more—will help you raise your sales average in this big and booming market... from Greensboro to the coast, from Virginia to the South Carolina line. Get all the data, now, about

Carolina's Colorful Capital Station

FULL POWER CHANNEL 5

WRAL-TV

Fred Fletcher, Vice Pres. & Gen. Mgr.

RALEIGH, NORTH CAROLINA

REPRESENTED BY H-R, Inc.

Wide-Swing Signal on Fm Mx Opposed by Northeast Radio

Stereo broadcasting using a wide-swing signal on an fm multiplex channel will make mx receivers available to the general public and allow legal "piracy" of background music services, according to Northeast Radio Corp., operating in the New York State region.

In a brief filed with the FCC in its multiplex case (Docket 12517), Northeast contended wide-swing fm stereo would prevent multiplex licensee users from having both background music and stereo on a multiplex basis.

The brief argued that FCC should only impose at this time the limitations necessary for protection of high-fidelity performance on the main channel. Northeast was described as the first multiple-program fm relay broadcast system, serving as the statewide outlet for the new WQXR Network (New York). High-fidelity programs broadcast by WQXR-FM are relayed over five o&o stations and six affiliates. The network uses a sub-channel to furnish background music to subscribers of Magne-Tronics Inc.

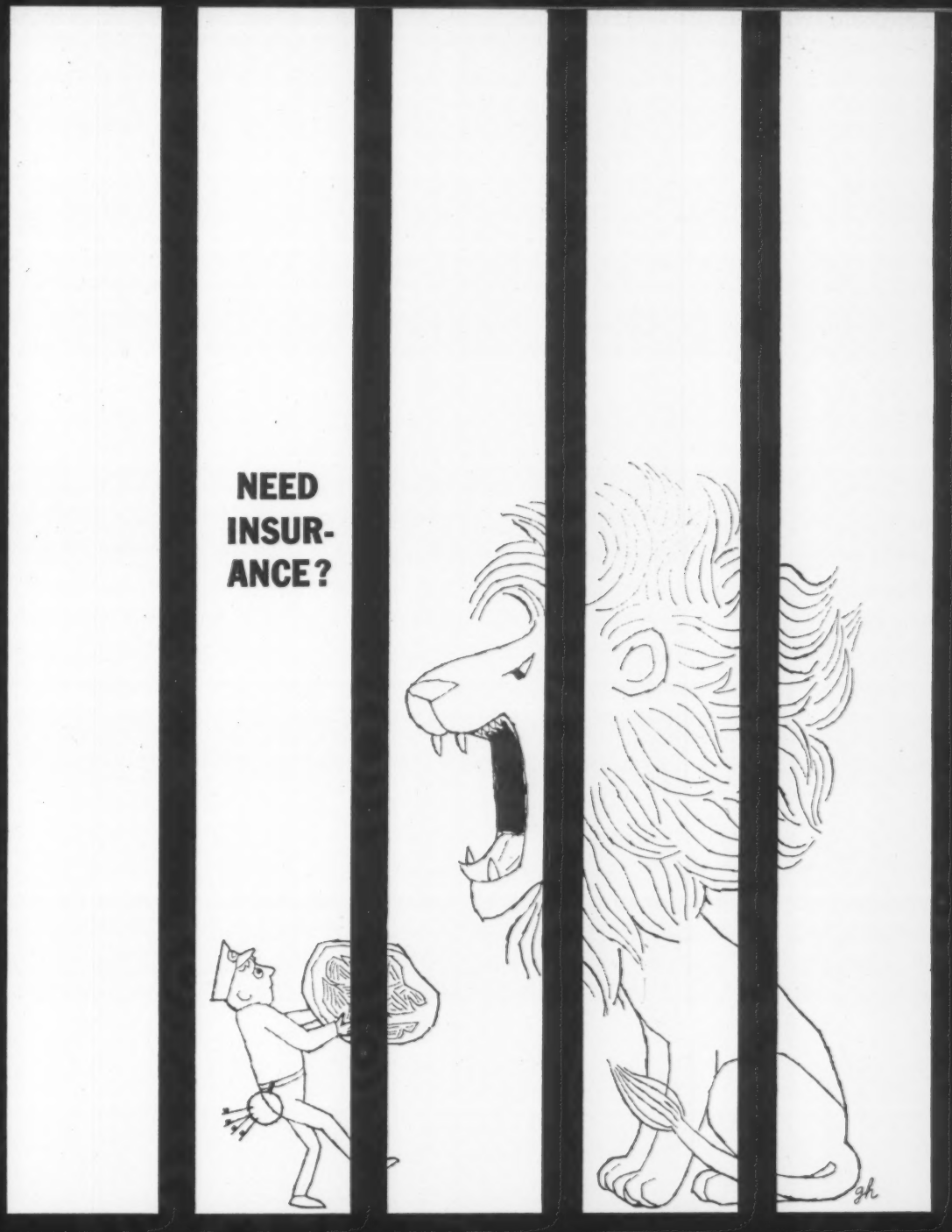
A multiplex system, used by the network, is favored by Northeast. It is based on two high-quality program subchannels without degrading of main channel program transmission and reception. All fm stations now operating supplementary communications services would be eliminated from participation in the new stereo broadcast service, it is contended. The wideband adapter, using a subcarrier at a center frequency of 50 kc, would permit unauthorized listeners to receive communications, according to Northeast, and would force the network to suspend operations since the five basic network stations depend on superaudible remote-control signals and telemetering impulses in the super audible band.

The network says extensive tests show that high-quality program signals associated with two subchannels may be relayed over the network with no noticeable deterioration in quality, and without impairment of high-fidelity main-channel programs.

Proposed TWX Rate Hike Delayed 90 Days by FCC

The FCC last week granted a 90-day suspension of proposed increases in rates for private line teletypewriter services furnished by American Telephone & Telegraph Co. and Western Union to radio and tv stations, news services, newspapers and others. The increased charges were scheduled to go into effect Wednesday (Oct. 1), pending outcome of an FCC investigation of AT&T and WU rates for such services. The FCC action moves this date to Jan. 1, 1959.

FCC said the proposed increases raise questions as to their "propriety" and possible effects on competition. NAB and other groups which had asked suspension of the rates were given leave to intervene in the FCC investigation, upon filing of proper notice.



In the nation's insurance capital, cagey advertisers insure results with WHCT, solid-as-a-rock leader among Greater Hartford's television stations. WHCT has...

...largest share of audience, average sign-on to sign-off, throughout the broadcast week;

...greatest number of quarter-hour wins, sign-on to sign-off, throughout the broadcast week;

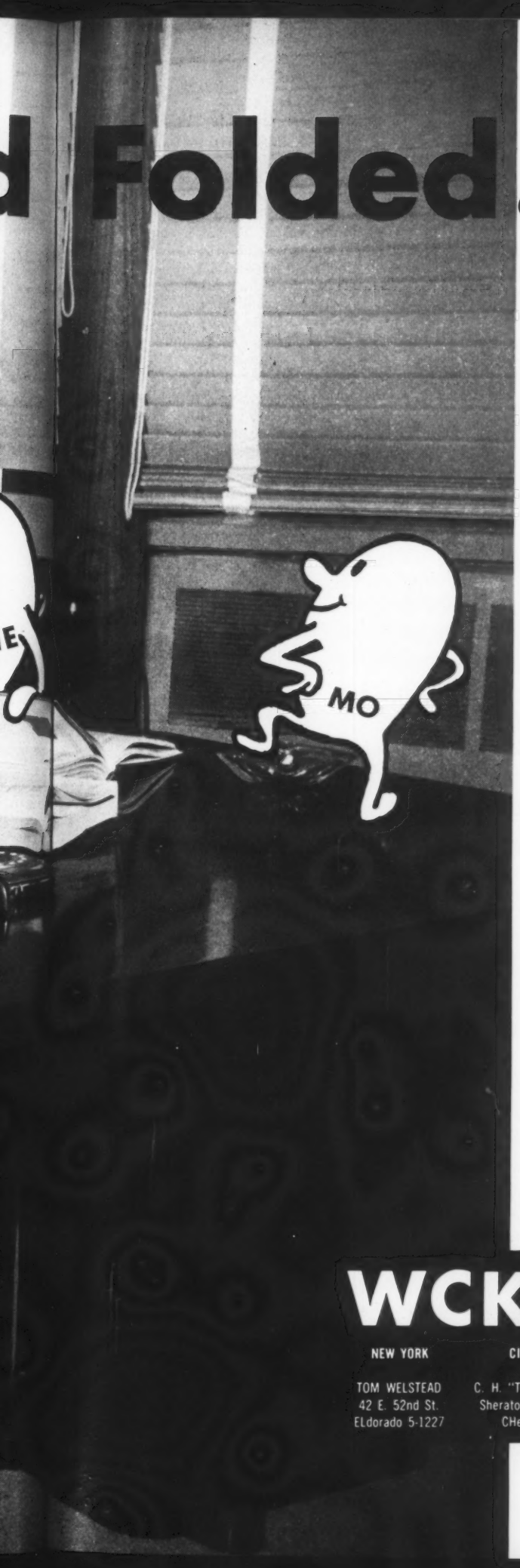
...highest-rated late evening news and weather show in the Hartford-New Britain market;

...audience leadership in premium Class AA time...with more quarter-hour wins than all three competing stations in the market combined! SOURCE: LATEST HARTFORD ARB (4-WEEK STUDY)

Throughout prosperous Hartford-New Britain, where average yearly family income tops the $8,000 mark (fourth highest in the United States), your best sales insurance is...

CBS OWNED · CHANNEL 18 **WHCT** IN HARTFORD, CONN. · REPRESENTED BY CBS TELEVISION SPOT SALES

Don't Buy Blind
MINIE
EENIE
MEENIE
EENIE—"Top 40" Station
MEENIE—"Give Away" Station
MINIE—"Rock and Roll" Station
MO—"Color Radio" Station



d Folded...Buy

WCKY

WCKY – completely covering the rich Cincinnati market, where you can buy a large, intelligent, responsive ADULT audience without gimmicks, souped-up ratings, or off-beat programming.

WCKY'S PROVED *"Pleasure Programming"*; its intelligent "in depth" newscasting, and its many service features, make it first choice with "eyes open" time buyers.

BUY THE CINCINNATI MARKET WITH YOUR EYES WIDE OPEN. REACH 80.2%* OF ALL THE RADIO FAMILIES IN THE CINCINNATI METROPOLITAN AREA, EACH WEEK.

*Pulse—CPA, Dec. '57

WCKY THE HOME OF PLEASURE PROGRAMMING

NEW YORK	CINCINNATI	CHICAGO AM RADIO SALES	SAN FRANCISCO AM RADIO SALES	LOS ANGELES AM RADIO SALES
TOM WELSTEAD 42 E. 52nd St. ELdorado 5-1227	C. H. "TOP" TOPMILLER Sheraton Gibson Hotel CHerry 1-6565	JERRY GLYNN 400 N. Michigan Ave. MOhawk 4-6555	KEN CAREY 950 California St. GArfield 1-0716	BOB BLOCK 5939 Sunset Blvd. HOllywood 5-0695

JONES RELATES EFFORTS ON HILL

- **Former FCC member recites work for Miami ch. 10 contestant**
- **Attorney's buttonholing precipitated Celler probe, he says**

Further behind-the-scenes efforts in the Miami ch. 10 case came to light last week when it developed that former Congressman and FCC Comr. Robert F. Jones was instrumental in persuading Rep. Emanuel Celler (D-N. Y.), to look into the "public policy question" of whether an airline should be permitted to own a television station.

Mr. Jones was a witness in the rehearing on the Miami vhf grant being held before Judge Horace Stern, retired chief justice of the Pennsylvania Supreme Court. The hearings began Sept. 8 [GOVERNMENT, Sept. 15, 22].

The hearings resume Wednesday, with John L. FitzGerald, newly appointed FCC general counsel and formerly chief of the Commission's Office of Opinions and Review, as witness. Mr. FitzGerald has been called by Paul A. Porter, attorney for Mr. Katzentine.

The first two days of last week's three-day hearings saw Thurman A. Whiteside, Miami attorney and friend of former Comr. Richard A. Mack, on the stand.

Mr. Jones said he was hired by Walter Compton, now an MBS newscaster but then a minority stockholder and proposed general manager of North Dade Video Inc., one of the three losing applicants. Mr. Jones said his mission was to "neutralize" the rumored political pressures allegedly being asserted on behalf of WKAT Inc. (A. Frank Katzentine), National Airlines and L. B. Wilson Inc. Mr. Jones was paid $2,000 for his work.

Mr. Jones said that his first recommendation was that North Dade file a petition for reconsideration and rehearing on the ground that the death of L. B. Wilson had changed the character of that application. The North Dade group vetoed that, he said.

He then considered the public policy question, he said, and spoke to the late Rep. Carl Hinshaw (R-Calif.), second ranking Republican on the House Commerce Committee, and Bert Wissman, minority clerk of the Senate Commerce Committee. Both informed him, he related, that their respective committees would not be interested in combatting the grant to National Airlines.

It was only after he spoke to Rep. Celler, Mr. Jones said, that he got some action. The New Yorker, chairman of the House Judiciary Committee and of its antitrust subcommittee, injected the tv subject into an aviation hearing in May 1956.

He also told Judge Stern that a "critique" of the examiner's 1955 initial decision favoring WKAT Miami which was reviewed by Mr. Jones to show North Dade as the most desirable of the four applicants was given to Comr. T. A. M. Craven only after the final decision was issued Feb. 7, 1957. Comr. Craven abstained in the Miami ch. 10 case, Mr. Jones pointed out. He also said that he understood North Dade was not contemplating any further action in the case. North Dade, however, filed a petition for reconsideration a few days after the final decision.

The Jones study was found in Comr. Craven's office files when House Legislative Oversight Committee investigators and FBI agents were investigating the Miami ch. 10 case.

Mr. Jones' testimony was generally corroborated by Mr. Compton.

Earlier in the week, Mr. Whiteside related his associations with Mr. Mack, going back to college days.

He told of assisting Mr. Mack financially, but averred he kept no records until January 1956. From that time to June of 1957, Mr. Whiteside said, he loaned Mr. Mack varying amounts, totaling $3,850. He said all loans had been repaid to date, except for $250.

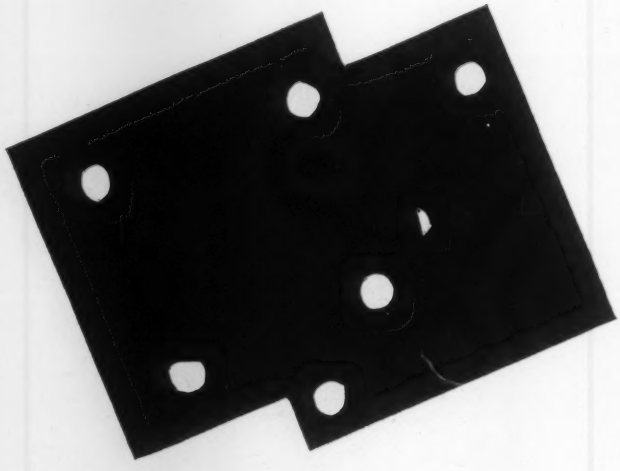
The Miami attorney related that he transferred one-sixth interest in G. C. Stembler insurance agency to Mr. Mack out of friendship and as a place for Mr. Mack when and if he retired from public life. In 1954 this company was merged with an insurance firm headed by Charles F. Shelden to become the Stembler-Shelden Insurance Agency Inc. During this time, Mr. Mack's "ownership participating" account was credited with $9,896.58, Mr. Whiteside said. These were from commissions collected on insurance he controlled, Mr. Whiteside said. In January 1956, Andar Inc. was "reactivated" and Mr. Whiteside turned over 100% stock interest to Mr. Mack. Mr. Mack's commission's were then paid to Andar Inc., Mr. Whiteside said, amounting to about $2,000 plus repayment of a $2,300 loan which Mr. Whiteside had made to Mr. Mack.

Mr. Whiteside said he was also approached to help by applicants in the Miami ch. 7 case and in the Charlotte ch. 9 case. He identified these as Jack Stein, a principal in South Florida Tv Corp., an applicant for Miami ch. 7, and Mitchell Wolfson, a principal in Carolina's Television Corp. applicant for Charlotte's ch. 9.

In both cases, Mr. Whiteside said jocularly, Mr. Mack voted against those he was trying to help.

Mr. Whiteside repeated the same story he had told the House Legislative Oversight Committee; that his great and good friend Judge Robert H. Anderson of National Airlines' law firm in Miami asked him to become an attorney of record, that he refused because he was cutting down on his law practice, but that he promised to help as a personal favor.

Mr. Whiteside described his conversa-



YOU DON'T HAVE TO BE LUCKY TO MAKE A GOOD BUY! KJEO-TV serving the billion dollar rich Fresno and San Joaquin Valley now offers you choice program time segments and excellent 10, 20 and 60 second spots that not only give you low cost per thousand but will give your clients INCREASES IN SALES! Call your H-R man NOW for the HOTTEST avails.

INSTANT Coffee

INSTANT Tea

INSTANT Sales

with KTRK-TV

drop us in your fall budget and watch us go to work

KTRK-TV P.O. BOX 12, HOUSTON 1, TEXAS - ABC BASIC: HOUSTON CONSOLIDATED TELEVISION CO., GENERAL MANAGER, WILLARD E. WALBRIDGE; COMMERCIAL MANAGER, BILL BENNETT; NATIONAL REPRESENTATIVES: GEO P HOLLINGBERY CO., 500 FIFTH AVENUE, NEW YORK 36, N. Y

tions with Mr. Mack—including his initial recommendations in favor of National Airlines and his last conversation when he told Mr. Mack he was withdrawing that recommendation.

Mr. Whiteside again referred to a private litigation matter, in which Mr. Katzentine represented Mr. Whiteside's opponent, as "tantamount to blackmail."

Mr. Whiteside acknowledged that he has loaned Mr. Mack money since Mr. Mack returned to Miami after resigning his FCC post: $500 in July and $260 on Sept. 1.

John Rollins Stock Retirement Would Pass Control to Brother

Rollins Broadcasting Inc.—which in its own right and through two subsidiary corporations owns one tv station and seven am outlets—applied to the FCC last week for purchase and retirement to the treasury of 25% of the company's stock held by John W. Rollins for $500,000.

This would leave John W. Rollins, 50% stockholder, with 33⅓% of the stock and his brother O. Wayne Rollins, corporation president and 50% stockholder, with 66⅔%. Rollins stations are WGEE Indianapolis, WBEE Chicago, KATZ St. Louis (parent corporation); WAMS Wilmington and WJWL Georgetown, Del. (subsidiary Rollins Broadcasting of Delaware Inc.); and WNJR Newark, N. J., WRAP Norfolk, Va., and WPTZ (TV) Lake Placid, N. Y. (subsidiary Rollins Broadcasting-Telecasting of N. Y. Inc.).

Rollins' balance sheet as of June 30 showed total assets of $482,817.13, including $221,630.05 current assets ($103,970.88 of it cash on hand), $53,750.00 investments (100% stock in the two subsidiaries) and $207,247.63 capital assets (total $331,631.57 less $124,383.94 depreciation reserve). Total liabilities were listed at $102,926.41 of which $94,884.68 was current liabilities and $8,041.73 capital liabilities. Total net worth was listed as $379,890.72 of which $100,000 was capital stock and $279,890.72 capital surplus.

One Quits New Orleans Case

The *New Orleans Times-Picayune* has filed a motion with the U.S. appeals court in Washington withdrawing its appeal from FCC's New Orleans ch. 4 decision. This followed expiration of a 60-day grace period during which the *Times-Picayune's* $3.4 million purchase of the *New Orleans Item* was subject to sale to any other party meeting the same financial terms [GOVERNMENT, July 21]. The sale was conditioned by the Justice Dept. on the *Times-Picayune* relinquishing its WTPS there and also giving up the appeal in the tv case. Sale of WTPS is contemplated but no final agreement has yet been made. The appeal of James A. Noe from the ch. 4 New Orleans decision still remains before the court, the argument having been heard last June. FCC granted New Orleans ch. 4 to Loyola U. (WWL there) in July 1956.

Crosley Loses Appeal On Indianapolis Ch. 13

The U. S. Appeals Court for the District of Columbia last week denied a petition by Crosley Broadcasting Corp. for rehearing by the full nine-member court of the court's decision last June 16 setting aside the FCC's award of ch. 13 in Indianapolis (WLWI [TV]) to Crosley.

The court vacated the FCC's grant to Crosley after an appeal by WIBC Indianapolis, one of three losing applicants for ch. 13, in which WIBC said Comr. T. A. M. Craven should not have voted because he did not sit in for oral argument. Comr. Craven was not a member of the FCC at the time oral argument was heard.

In an opinion written by Judge Wilbur K. Miller, the court last week explained why it held in its decision last July 16 that Comr. Craven's participation in oral argument had not been "clearly waived." While it was argued that any absent commissioner might take part (in oral argument) in the absence of any objection, the court said last week, Comr. Craven at the time was not an "absent commissioner"—he was not a commissioner at all.

To Crosley's petition that only three votes were necessary to control because four commissioners constitute a quorum and three votes would control the quorum, the court said that by this reasoning three votes would control no matter how many were present and voted.

"The truth is that when six voted, it took four to control," the court said. (The FCC vote was 3 for Crosley and 3 for others and Comr. Craven was asked by the other members to break the impasse.)

The two other contestants for ch. 13 were WIRE Indianapolis and Mid-West Corp.; the latter had received a favorable initial decision.

Of the present Commission, only Comrs. Craven and John C. Doerfer voted for Crosley. Comrs. Robert T. Bartley, Rosel H. Hyde and Robert E. Lee dissented. Voting for Crosley were former Comrs. George C. McConnaughey and Richard A. Mack.

Last week's decision was handed down by Chief Judge Henry W. Edgerton and Circuit Judges E. Barrett Prettyman, Wilbur K. Miller, David L. Bazelon, Charles Fahy, George Thomas Washington, John A. Danaher, Walter M. Bastian and Warren E. Burger. Judges Edgerton, Miller and Washington ordered the June 16 decision.

WLWI has been on the air since Oct. 30, 1957, and Crosley has been operating the ch. 13 outlet pending the outcome of its petition.

Am, Fm Allowed Tv Sound Use

KDYL-AM-FM Salt Lake City was authorized by the FCC last week to use the aural transmitter of its tv affiliate there, KTVT (TV), to transmit stereophonic programs of music in conjunction with KDYL and KDYL-FM. The FCC waived its rules to grant the 90-day temporary authorization for periods of the day when KTVT is not scheduled on the air (late evening and early morning). Under the experiment, a listener can use the aural facilities of his tv set, in conjunction with his am or fm set, to receive the stereophonic broadcasts. Comr. Frederick W. Ford dissented on grounds the stations did not make a sufficient showing in their request for waiver of rules.

USIA Establishes Tv Arm; Romney Wheeler Named Director

The U. S. Information Agency announced Tuesday (Sept. 22) that it is establishing a separate tv service with NBC overseas executive Romney Wheeler as its director. Mr. Wheeler's appointment becomes effective Nov. 3, according to USIA Director George V. Allen.

MR. WHEELER

Mr. Wheeler, 47, joined NBC in 1950. He has been the network's director of European Operations, managing director of NBC International and general European representative. He formerly was with the Associated Press and two southern newspapers.

Mr. Allen said USIA is increasing its tv activities to supplement American commercial output to over 450 tv stations in Free World countries, excluding the U. S. and Canada. The new service will supply tv stations with documentary films, special events coverage and features which depict various aspects of American life. The agency's tv activities heretofore have been handled by Voice of America, its radio arm.

Kentucky Broadcasters Propose Substitute Plan for Conelrad

The Kentucky Broadcasters Assn. has recommended scrapping Conelrad. In a letter to Brig. Gen. J. S. Lindsey, Kentucky civil defense administrator, they propose a substitute plan for broadcasting during enemy attack.

They would permit all am outlets to remain on the air at their regular frequency (fm and tv to go off if necessary) equipped for air-to-air pickup of signals from key stations. There would be one superpowered national station the signal of which could be relayed by every U. S. station. A similar arrangement would prevail on the regional and local level, with one key station conveying information to be relayed by the others.

The Kentuckians maintain this system would be less conducive to panic than Conelrad because it is in keeping with public habit. Under Conelrad, to prevent enemy aircraft from homing in on our stations, only participants in the system would remain on the air during attack, all using one of two frequencies. With all stations that remain on the air in a locality broadcasting on the same frequency and with the signal shifting rapidly from one transmitter to another, no one station could guide the enemy.

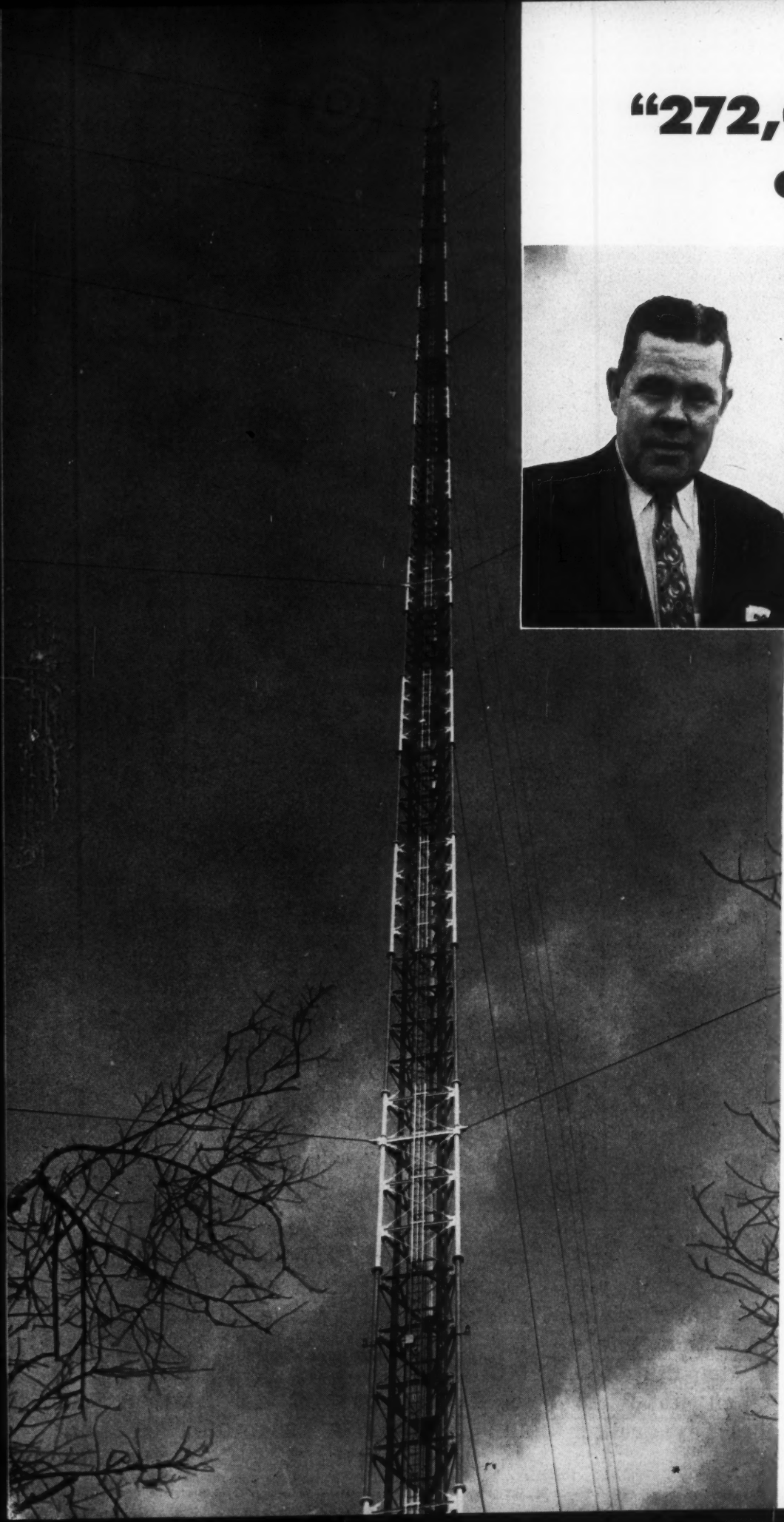
You should be! Adults are the nation's biggest customers. And in Boston radio you find the greatest concentration of adults on WEEI . . . 38 per cent more than tune to Station B, 53 per cent more than Station C, and 268 per cent more than Station D.* Moreover, these listeners pay greater attention to WEEI and believe more in your commercials.** You're not just talking when you're on WEEI; you're selling!

WEEI RADIO

REPRESENTED BY CBS RADIO SPOT SALES

*NSI area audience—average quarter-hour, 7:00 am-7:00 pm, Monday-Friday **Motivation Analysis, Inc. Study of Listener Attitudes

"272,000 more t
on its new 1



1109' Dresser-Ideco tower supports stacked antennas for Philadelphia stations WRCV-TV and WFIL-TV. Electronically controlled elevator assures speedy and safe service, inspection and maintenance.

re television homes watch WRCV-TV
ew 1109′ Dresser-Ideco tower"

says William A. Howard
Manager of Technical Operations
WRCV/WRCV-TV, Philadelphia

"Maximum community service was WRCV-TV's aim in erecting the tallest tower possible under the F.C.C. regulations," says Mr. Howard, pictured (left) with Henry E. Rhea, Director of Engineering, Radio and Television Division, Triangle Publications, Inc., operating WFIL-TV which cooperated in the construction of this 1109′ Dresser-Ideco tower supporting stacked antennas for WFIL-TV and WRCV-TV in Philadelphia.

"Philadelphia viewer orientation problems were eliminated by centralizing all TV transmitter antennas.

"To WRCV-TV advertisers, our new antenna means the addition of 272,000 television homes or approximately 770,000 viewers — more TV homes than the coverage areas of Knoxville, Tennessee or Lincoln, Nebraska or Mobile, Alabama! It's almost as if Salt Lake City were moved into the WRCV-TV coverage area.

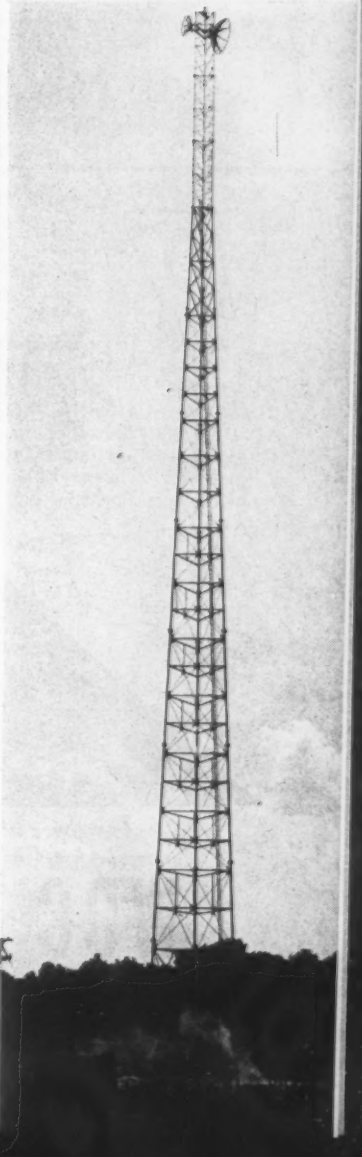
"WRCV-TV's taller tower is another plus for advertisers when they use the NBC station in the nation's fourth market!"

Dresser-Ideco design and construction features assure tall-tower safety...

"Confidence in Dresser-Ideco, in their engineering ability and reputation, were our reasons for selecting a Dresser-Ideco tower" said Mr. Howard.

A majority of the nation's tall tower owners share Mr. Howard's confidence in Dresser-Ideco, as evidenced by the fact that more than half of them own Dresser-Ideco towers. In fact, more towers in the 1,000 foot or higher class have been built by Dresser-Ideco than by all the other tower companies combined. This is an experience record that cannot be matched in the industry.

So when your new tower is in the planning stage . . . whatever the height, whatever the antenna and wind load requirements . . . you can place your confidence in Dresser-Ideco's *proven* ability to design, fabricate and construct the tower you need. Write us, or contact your nearest broadcast equipment representative.



On the Ohio Turnpike, this 200′ self-supporting microwave tower by Dresser-Ideco helps to link Turnpike police and maintenance stations, is one of many types of Dresser-Ideco towers serving the nation's communications systems.

For every broadcast antenna tower Dresser-Ideco builds, a complete file of design drawings is maintained. Whenever you may need counsel in the future on tower modification plans, this permanent record of your tower assures you prompt and accurate advice from Dresser-Ideco tower engineers. It's an important extra service from Dresser-Ideco, one of the nation's oldest tower builders . . . supplier of the diverse tower needs of the communications and broadcast industries for nearly 40 years past, constantly planning for continued leadership in the years ahead.

Write for this new Dresser-Ideco Tower Catalog T-57 . . . the first complete broadcast antenna tower story.

Dresser-Ideco Company
ONE OF THE DRESSER INDUSTRIES
TOWER DIVISION, DEPT. T-81, 875 MICHIGAN AVE., COLUMBUS 8, OHIO

DRESSER IDECO

WXYZ, RCA License Renewals Subject to Pending Matters

The FCC last week granted license renewals to AB-PT's owned Detroit stations (WXYZ-AM-FM-TV) and of an RCA experimental tv station in Camden, N. J. (KE2XNY), but noted the renewals were granted without prejudice to what the Commission may finally decide on recommendations of the Network Study (Barrow) Report, related FCC studies and inquiries now being conducted, and, in RCA's case, "pending antitrust matters relating to NBC and RCA."

The FCC action was a continuance of its cautious policy toward approval of broadcast facilities operated by networks pending the outcome of the Barrow proceeding and antitrust litigation concerning CBS and NBC. The first such instance was in the Commission's approval of the purchase of WCAU-AM-FM-TV Philadelphia by CBS Inc. [GOVERNMENT, July 28].

Allen Explains USIA Plans

Stepped-up broadcast activities by the U. S. Information Agency were outlined by its director, George V. Allen, in an address before the Overseas Press Club in New York last Tuesday (Sept. 23). Construction of a new transmitting facility on the U. S. East Coast, to begin soon, will strengthen our radio signal in response to ever-increasing communist jamming, on which they are spending an estimated $100 million a year, Mr. Allen said. He also described growing emphasis on television by his agency which is establishing a separate tv service headed by NBC executive, Romney Wheeler (see story, page 62).

Industry Providing Programs For Soviet Exchange Project

The American broadcasting industry has been "most cooperative" in its participation in the East-West (U.S.-Russian) Exchange Agreement, signed earlier this year [GOVERNMENT, Feb. 3], according to Ambassador William S. B. Lacy of the State Dept.

All radio-tv networks as well as a dozen independent companies have submitted "comprehensive lists of programs for sale or exchange," on film and tape, to the Soviet Embassy as part of the U.S. end of the agreement, Mr. Lacy announced. The programs involved are of a purely entertainment nature. The State Dept. has also delivered documentaries on tv film for selection by Russian authorities. The East-West pact covers cultural, educational and technical exchanges over a two-year period and will conform "to the principles of reciprocity."

Bowron Suit to Trial Nov. 12

The million dollar damage suit by Los Angeles Superior Court Judge Fletcher Bowron against ABC, Philip Morris, N. W. Ayer & Son and Mike Wallace has been set for trial Nov. 12 in federal court in Los Angeles. The action, filed in January [AT DEADLINE, Jan. 20], is one of four suits against network, sponsor and agency charging defamation of character by Mickey Cohen, ex-gambler, on May 19, 1957, when Mr. Cohen was guest on the *Mike Wallace Interview* program on ABC-TV. Suits of William H. Parker, Los Angeles chief of police, and Capt. James Hamilton of the city's police intelligence squad were settled out of court [NETWORKS, Jan. 20]. Suit of C. B. Horrell, former Los Angeles police chief, is not ready for trial.

Adams Radio-Tv Appearance Sparks Equal Time Demands

Embattled Sherman Adams chose radio and television to announce to the nation his decision to resign as President Eisenhower's No. 1 aide [EDITORIAL Page 110]. Under fire from members of his own Republican Party as a result of disclosures by the House Legislative Oversight Subcommittee, Mr. Adams asked for and was given time early Monday evening (Sept. 22) on all three radio-tv networks and Mutual Radio to announce his decision.

Democratic National Chairman Paul Butler immediately asked for equal time on all networks to reply to Mr. Adams. CBS, NBC and Mutual granted the Democratic request, putting Mr. Butler on the air Tuesday in the same time period granted the Presidential assistant. ABC, however, declared the request not valid and instead gave Rep. Oren Harris (D-Ark.), chairman of the subcommittee, air time to reply.

John C. Daly, ABC vice president in charge of news, special events and public affairs, said "the only controversial issue to warrant application of the FCC requirements [for equal time] . . . was the single reference in Mr. Adams' statement to a congressional committee whose membership is comprised of both major political parties." Accordingly, he said, the network offered time to Rep. Harris.

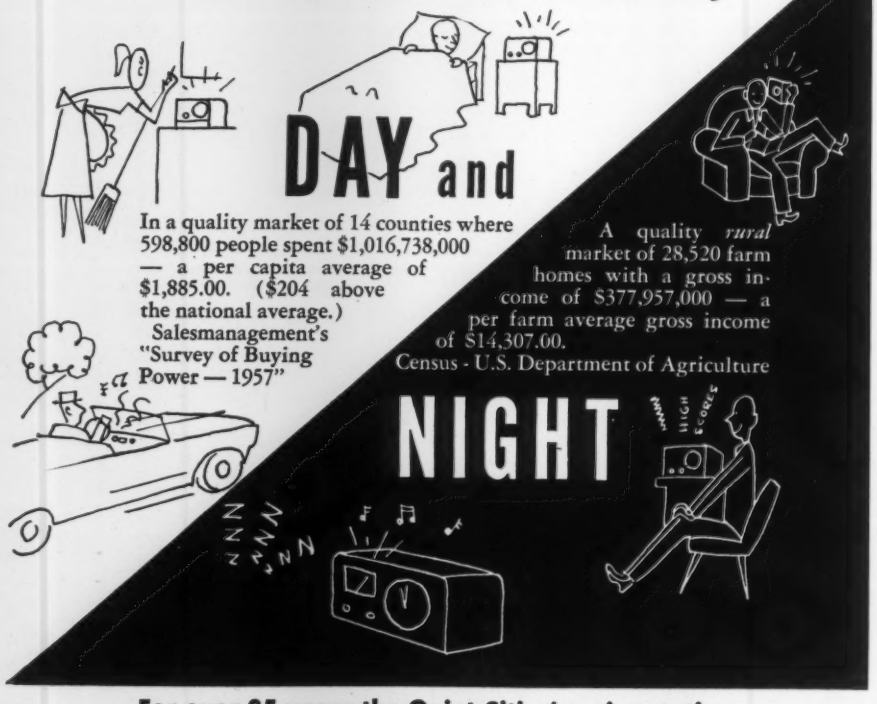
Flint Grant to Appeals Court

W. S. Butterfield Inc. and Trebit Corp. took their cases to the U. S. Appeals Court for the District of Columbia last week following the FCC's refusal earlier this month to reconsider its July 9 decision affirming its 1954 grant of ch. 12 at Flint, Mich., to WJR Detroit [GOVERNMENT, Sept. 15]. The FCC had denied petitions for rehearing by losing applicants Butterfield and Trebit and dismissed two actions against decision by WKNX-TV Saginaw, Mich. (ch. 57).

Pembina, N. D., Assigned Ch. 12

Allocation of ch. 12 to Pembina, N. D., was carried out by the FCC last week in response to a petition by KNOX-TV Grand Forks, N. D. (ch. 10), which has said it would apply for and build a tv station in the area upon such allocation. The allocation was made on condition that radiation of the station toward Winnipeg, Manitoba, be limited. KNOX-TV claims the station would bring a first tv service to a farming and trading area of 50,000 people.

The Sound of Quality



In a quality market of 14 counties where 598,800 people spent $1,016,738,000 — a per capita average of $1,885.00. ($204 above the national average.) Salesmanagement's "Survey of Buying Power — 1957"

A quality *rural* market of 28,520 farm homes with a gross income of $377,957,000 — a per farm average gross income of $14,307.00. Census - U.S. Department of Agriculture

For over 35 years the Quint-Cities' senior station

(Davenport and Bettendorf, Iowa — Rock Island, Moline and East Moline, Illinois)

WOC RADIO NBC

Tri-City Broadcasting Co., Davenport, Iowa

Col. B. J. Palmer, President
Ernest C. Sanders, Manager
Mark Wodlinger, Sales Mgr.

Peters, Griffin, Woodward, Inc.
Exclusive National Representatives

And the fourth "R"—Radio—is strong, too!

It's a very healthy educational picture in Metropolitan Washington. 409 elementary schools. 88 secondary public schools. Well over 100 parochial and private preparatory schools. 21 universities and colleges. And more impressive than statistics on structures is the individual attention given the student. Current expense per public school pupil is $322—compared to the U.S. average of $300.* It's not that Metropolitan Washington sets a higher value on education. It's just that the efforts of officials and citizens alike seem to head the class.

Washington's fourth "R"—Radio—gets high marks as well, especially when you use Station WWDC. The July PULSE showed us with an average weekly audience share of 19.8%—almost two full points ahead of our closest competitor. And eight of our programs were in the Top 15. We have a simple formula —to be a listenable station to our audience, and a promotional station to our hundreds of national and local advertisers. The mutually happy result—ever-increasing listeners for us, ever-increasing sales for you.

WWDC *radio Washington*

**REPRESENTED NATIONALLY BY JOHN BLAIR & CO.*

**Economic Development Committee, Washington Board of Trade*

10th ANNIVERSARY
ED SULLIVAN SHOW
MERCHANDISING AWARD

Thanks, Ed.
K&E and CBS

We wear our medals proudly in KEL-O-LAND, America's most award-winning market. And we give the advertiser a broad front to pin them on. For KEL-O-LAND comprises 73,496 square miles of viewers in four states.* Joe Floyd's unique tv, booster hookup enables you to buy this huge section of America off of one single-station rate card, at lowest cost-per-thousand offered anywhere.

**South Dakota, Minnesota, Iowa, Nebraska*
See N.C.S. #3 Composite, KELO-KDLO-KPLO, Report.

CBS • ABC • NBC

KEL-O-LAND

KELO-TV
Sioux Falls: *and boosters*

KDLO-TV
Aberdeen-Huron-Watertown

KPLO-TV
Pierre-Valentine-Chamberlain

General Offices: Sioux Falls, S.D.
JOE FLOYD, President
Evans Nord, Gen. Mgr., Larry Bentson, V.P.

REPRESENTED BY H-R
In Minneapolis: Wayne Evans & Assoc.

NEXT NAB CONFERENCE: S.F. TODAY

- **Last week: Niskanen says profits, not cost, should be stressed**
- **Hattwick suggests review of fundamentals of communication**

NAB's Fall Conference series, programmed around basic operational problems of station management, enters the halfway mark Monday (Sept. 29) in San Francisco after meetings held Sept. 22-23 in Oklahoma City and 25-26 in Sun Valley, Idaho.

After three of the eight autumn meetings had been concluded, broadcaster delegates indicated general agreement that the 1958 agenda, running 1½ days, was living up to hopes of the NAB board and the headquarters staff.

NAB executives led discussion sessions at Oklahoma City and Sun Valley that included participation by a number of station executives, following the pattern at the opening conference held Sept. 18-19 in Biloxi, Miss. [TRADE ASSNS., Sept. 22].

Two advertiser executives were luncheon speakers last week—Dr. Melvin S. Hattwick, director of advertising, Continental Oil Co., at Oklahoma City Sept. 23, and William Niskanen, general manager of Pacific Trailways, at Sun Valley. At San Francisco Charles Stuart Jr., advertising manager of Bank of America, will address the luncheon on the final day.

After adjournment at San Francisco the fall series of NAB meetings will take a recess, passing over the World Series period and giving the NAB road crew headed by President Harold E. Fellows a chance to catch up with work back in Washington.

The last half of the conference series will start Oct. 13 at Milwaukee, Wis., moving to Minneapolis Oct. 16. The final two meetings will be held Oct. 20-21 at Boston and Oct. 27-28 at Washington.

Registration at Sun Valley totaled 140 the afternoon of the opening day, about matching the Oklahoma City and Biloxi attendance.

At Oklahoma City President Fellows said the decision of the Oklahoma Criminal Court of Appeals, denying a burglar's contention that presence of tv at the trial deprived him of a fair hearing, marked "a historic milestone that will be studied by future students of freedom of expression in this country."

He said broadcasters, representing the new electronic journalism, "have fought long and arduously for more than 30 years to establish their media on a basis second to none in serving the people in the area of news dissemination."

Broadcasters should constantly emphasize their ability to make money for their advertisers, Mr. Niskanen told the Sun Valley broadcasters. "Don't ever ask anyone to spend money with your station, or to buy time," he said. "But, rather talk about profits. Show that man how you can increase his profits. Be enthusiastic about helping him. Explain to him how your organization would like to join his team to help him increase his profits."

Mr. Niskanen said no American need apologize for the profit motive, noting "the search for profit is making our companies stronger and America greater." He said many businesses not using broadcast media should be advertising on the air, adding, "There are a lot of other advertisers you now have who need to advertise more. You can actually do these people a favor by selling your services."

He contended broadcasters should not depend merely on their sales managers or sales personnel to do the selling. "Your whole organization should be your sales department," he said. "Get everyone enthusiastic about increasing your own sales and profits. But, just as important, make them enthusiastic about increasing the sales and profits of the sponsors."

DR. HATTWICK

MR. NISKANEN

Competition within broadcasting as well as with other media requires leadership with "adaptive ability," Mr. Niskanen contended. "In both radio and tv," he explained, "it can be said if you are doing business today as you were doing it last year, you are doing it wrong. Let me caution you to be alert to these changing conditions, and also ask, as you leave this conference: Are you willing to go back to your business with courage to make the necessary changes, or are you going to keep whistling in the dark, hoping you can keep on doing the same as you have in the past? Are you going back to an easy-going, coasting type of relatively inactive leadership, or are you going back with a firm determination to have an enthusiastic, hard-driving, hard-hitting, alert organization that is sales and profit minded?"

People in consumer communications (agencies and media) often fail to headline a consumer benefit in their advertising, according to Dr. Hattwick. He told the Oklahoma City luncheon that those in the advertising industry agree their communications should be both true and believable. "A feel of the pulse of those to whom such communications are directed casts grave doubts that the communicators really know what constitutes either truth or believability

in the minds of most people," he said.

Dr. Hattwick, traced these actions to the "ego-involvement" of communicators, saying, "Today's advertising shows a shocking amount of doing what advertisers say should not be done . . . and because of ego-involvement such advertisers are seldom aware of the damage they do to themselves."

The fundamentals of communication should be periodically reviewed, he said, and ego-involvement pitfalls should be understood. He cited the three fundamentals of effective communication as, "Keep it simple, headline a real benefit and make it believable." He suggested the "Truth in Advertising" movement be revived. The three principles of believable communication, he added, include, "That people's beliefs are based on feelings and emotions more than on reason (or even truth); that people believe what comes from an authoritative source . . . when that source is unquestionable; and that people believe what they want to believe, and what fits into their own experience."

At a Sun Valley radio panel Gordon McLendon, head of the McLendon station group, predicted that within two to five years radio will increase its share of the advertising dollar from 6 cents to 20 cents. This increase was tied to further development of the retail advertising market.

"Saturdays and Sundays will be as good as weekdays," he predicted, adding that radio's night tunein is only 20% under the daytime figure. "Newspapers can't match radio circulation in any market," he contended. He opposed superpower for radio stations and suggested the FCC should permit directional vhf tv signals.

Two NAB Technical Committees Appointed by President Fellows

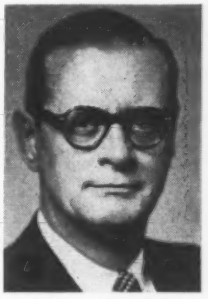
Two committees serving in a technical advisory role were named last week by NAB President Harold E. Fellows. They are the Engineering Advisory Committee, one of the association's standing committees, and the Broadcast Engineering Conference Committee, which arranges programming for the annual technical meeting to be held during the next NAB spring convention (March 15-19, Conrad Hilton Hotel, Chicago).

Jay W. Wright, KSL-AM-TV Salt Lake City, was named chairman of the Engineering Advisory Committee. Other members are: Max H. Bice, KTNT (TV) Tacoma, Wash.; A. James Ebel, KOLN-TV Lincoln, Neb.; George E. Gautney, Gautney & Jones, Washington, D. C., president of Assn. of Federal Communications Consulting Engineers; Ralph N. Harmon, Westinghouse Broadcasting Co.; Joseph H. Mitchell, WFLA Tampa, Fla.; Frank Marx, ABC; James D. Parker, CBS-TV; Leslie Learned, MBS; Andrew L. Hammerschmidt, NBC.

Allan Powley, WMAL - AM - FM - TV Washington, was named chairman of the conference committee. Other members are: James H. Butts, KBTV (TV) Denver; John H. DeWitt, WSM Nashville, Tenn., NAB Convention Committee radio liaison; Joseph B. Epperson, WEWS Cleveland; Julius Hetland, WDAY Fargo, N. D.; Wilson Raney, WREC Memphis; James D. Russell, KKTV (TV) Colorado Springs, Colo., NAB Convention Committee tv liaison; Mel Burrill, KIMA-TV Yakima, Wash.; Raymond F. Guy, NBC; Messrs. Marx, Parker and Learned.

John Sheehan Succeeds Barrett As TvB National Sales Director

John R. Sheehan, Television Bureau of Advertising sales executive since February 1957, has been named TvB director of national sales, it is being announced today (Sept. 29) by Norman E. Cash, president. He succeeds Halsey V. Barrett, who has resigned effective Oct. 1.



MR. SHEEHAN

Two other sales appointments also were announced last week: Guy Cunningham, most recently with *Outdoor Life* magazine, and for over 10 years with CBS, has joined TvB's national sales division; Peter J. Krug, formerly tv-radio director at Calkins & Holden, New York, joins as a sales executive.

Mr. Sheehan's experience includes a vice presidency and directorship of tv-radio at Cunningham & Walsh, and tv-radio directorship at Buchanan & Co., as well as specialization in broadcasting and motion pictures with General Electric Co.

Mr. Barrett has been national sales director since 1955. His first broadcast post was with WOR New York in 1939, two years later moving to WNEW New York and after the war joining CBS. In 1948 he became associated with the old DuMont Television Network, holding spot and network sales posts.

Wis. Broadcasters Set Agenda

The agenda for the Wisconsin Broadcasters Assn.'s convention in Madison Oct. 10-11, in cooperation with the U. of Wisconsin, was announced last week by Mig Figi, general manager of WAUX Waukesha and WBA treasurer.

Meetings at the Lorraine Hotel will open Friday with a business session including election of officers and directors. Key talks will be given by Dr. Conrad Elvehjem, president of the U. of Wisconsin, and Dr. Ira Baldwin, assistant to the president. H. B. McCarty, director of the radio-tv education department, will discuss the university's broadcasting activities. Open house at its radio-tv studios will precede reception and dinner at the Lorraine Hotel.

Quaal Heads NAB Labor Group

Ward L. Quaal, WGN-AM-TV Chicago, has been named chairman of the NAB Labor Relations Advisory Committee by President Harold E. Fellows. Other members named to the committee were Richard M. Brown, KPOJ Portland, Ore.; Harold Grams, KSD-TV St. Louis; William Grant, KOA-TV Denver; Leslie C. Johnson, WHBF Rock Island, Ill., Robert B. Jones Jr., WFBR Baltimore; John S. Riggs, WHAM Rochester, N. Y.; Calvin J. Smith, KFAC Los Angeles; Harold C. Stuart, KVOO Tulsa, Okla.; Richard L. Freund, ABC; William C. Fitts Jr., CBS; Joseph F. Keating, MBS, and B. Lowell Jacobsen, NBC.

Kops Re-Elected by AP Group; Radio-Tv News Needs Explored

Daniel W. Kops, president of WAVZ New Haven, Conn., and WTRY Troy, N. Y., was re-elected president of the Associated Press Radio & Television Assn. last week. His re-election was announced after a board meeting in New York of the organization—made up of AP broadcasters who act as liaison between 2,000 radio and tv member stations and AP's management.

The board also heard two reports, one by the APRTA news committee by Tom Powell, WGBI Scranton news director who is chairman; the other by AP Radio News Editor John Aspinwall.

Mr. Powell noted that a study made shows two groups of broadcasters asking for news reports with opposing objectives. One group —a majority segment—seeks an abundance of short items to supply a multiplicity of daily news programs, and the other wants more detail including background and interpretation. He also reported trends to an increasing use of local news and a demand for in-depth reporting.

Mr. Powell said there was a need for more regional and state news. Mr. Aspinwall told the board that steps already have been taken in many states to "beef up" the regional news file. Mr. Aspinwall also pointed up AP's policy of expanding five-minute summaries a few months ago as making the news wire "much more flexible and much more usable."

Also re-elected by the board to APRTA were Tom Eaton, WTIC Hartford, Conn., first vice president; Joe H. Bryant, KCBD-TV Lubbock, Tex., second vice president; Jack Dunn, WDAY-TV Fargo, N. D., third vice president; William W. Grant, KOA Denver, fourth vice president; Oliver Gramling, AP assistant general manager, secretary, and Robert Booth, AP's treasurer, treasurer.

Morton Re-Elected by Film Group

Maurice Morton, vice president, McCadden Corp., was re-elected president of the Alliance of Television Film Producers, association of 22 companies engaged in the production of film programs for tv. Other officers for the coming year are: vice president Armand Schaefer, Flying A; secretary, Bernard Weitzman, Desilu, and treasurer, Robert Stabler, Filmaster. Additional executive committeemen are: John Findlater, Revue; Archer Zamloch, Hal Roach, and Maurice Unger, Ziv.

All-Media Convention Agenda Arranged by Promotion Group

Emphasis will be on all media—print as well as broadcast—during the Broadcasters Promotion Assn.'s third annual convention-seminar in St. Louis Nov. 16-19, Elliott W. Henry Jr., ABC Central Div. and BPA president, announced last week.

Charles Lipscomb and Edward A. Falasea, president and creative vice president of American Newspaper Publishers Assn.'s Bureau of Advertising, will speak at the opening session. Also scheduled are A. M. Snook, Chicago manager of Magazine Advertising Bureau, and a representative of Outdoor Advertising Inc.

A session, "breaking into print," will include talks by Jack Perlis, public relations counsellor, and Pete Rahn, radio-tv editor of the *St. Louis Globe-Democrat*. Dr. Thomas Coffin, NBC research director, and Dr. E. L. Deckinger, vice president and media director, Grey Adv., will analyze "rating madness." A "pick the brain" idea exchange is planned.

John F. Hurlbut, WFBM-AM-TV Indianapolis, is convention program chairman, and Don B. Curran, KTVI (TV) St. Louis, convention arrangements chairman.

The BPA convention will be open to all personnel in advertising, broadcasting and allied fields. Fee for all sessions is $30 for members and $35 for non-members. Registration is being handled by William Pierson, WBKB (TV) Chicago. Assisting Mr. Hurlbut in convention program planning are Carol Vinson, KSLA-TV Shreveport, La.; Clayton Kaufman, WCCO Minneapolis; L. Walton Smith, Transcontinent Television, Rochester, N. Y., and William Waler, WFGA-TV Jacksonville, Fla.

AAAA Central Unit to Discuss Agency Profits, Public Relations

Agency profits and public relations will be among major topics to be explored during the opening day management session of the American Assn. of Advertising Agencies central region's 21st annual meeting in Chicago Oct. 9-10. Workshop sessions will dominate the second day meeting for all agency members.

Key speakers at the Thursday sessions, under chairmanship of James G. Cominos, vice president in charge of radio-tv at Needham, Louis & Brorby Inc. and region chairman, include Frederic R. Gamble, AAAA president, discussing "What's Happening to Agency Profits and WHY? What Can Agencies Do About It?" J. Davis Danforth, executive vice president, BBDO, on "Advertising Agencies in the 1960s," and Bryan Houston, board chairman, Bryan Houston Inc., on public relations, "So It's a Business." Panel session on individual problems will follow Mr. Houston's talk, comprising Larry Wherry, Wherry, Baker & Tilden; Arthur Tatham, Tatham-Laird; Earle Ludgin, Earle Ludgin & Co., and Melvin Brorby, Needham, Louis & Brorby.

Executive manpower prospects will be canvassed by Moorhead Wright, management development consultant for General Electric Co., at a management luncheon, with a talk titled "Development of Men." Panelists and subjects comprising the afternoon session:

Robert Stafford, Knox Reeves Adv.; Gordon Buck, Handy Assoc., and others—"How to Take the Gamble Out of Hiring and Firing"; George Callos, Klau-Van Pietersom-Dunlap, and William J. Muller, Arthur Anderson & Co.—"Incentive Compensation"; Morris Hite, Tracy-Locke Co.; Philip Schaff, Leo Burnett Co.; Paul Phillips, Knox Reeves Adv.; John T. Miller, Alex T. Franz—"Costs and Profits"; Peter J. Cavallo, D'Arcy Adv. Co.; Arthur H. Lund, Campbell-Mithun; Louis Tilden, Wherry, Baker & Tilden; Ira Rubel, Ira Rubel Inc., and John White, McCann-Erickson—"Organization of Tv-Radio Functions in Advertising Agencies."

Baltimore, Chicago Chapters Formally Chartered by ATAS

Charters for new Baltimore and Chicago chapters of the Academy of Tv Arts & Sciences have been ratified by the ATAS board of trustees, which met in Los Angeles, Sept. 10-11. The Baltimore chapter adds 102 members to ATAS and Chicago chapter an additional 500 members.

During the two-day meeting, the following business also was taken up:

• Recommendations for changes in the annual Emmy Awards telecast on NBC-TV. The changes now will be studied by a special committee before any action is taken.

• Shelving of a committee report that proposed including categories for tv commercials in the awards. It was unofficially learned that the report was tabled until such time "further study" may resolve possible conflict arising out of airing commercials of non-NBC clients. ATAS has a contract with NBC-TV under which that network has the option—until 1962—to air any and all Emmy award shows.

• Acknowledging the gift offer from Ampex Corp., Redwood City, Calif., to supply all three networks with free videotape for recording all award-winning live shows for inclusion in the ATAS archives.

Attending the meeting were the following ATAS trustees: N. Y. chapter head Robert S. Lewine, NBC-TV programming vice president; CBS-TV executive vice president Hubbell Robinson Jr.; Screen Gems Inc. promotion director Henry White; Screen Gems Inc. production vice president Harry S. Ackerman, ATAS national president; Desilu president Desi Arnaz; NBC staff producer W. Fenton Coe; freelance director Fred De Cordova; Martero Productions Inc. president Louis F. Edelman; freelance director Sheldon Leonard; Ryder Sound Services president Loren L. Ryder; BBDO vice president and Los Angeles manager Wayne Tiss; Capitol Records Inc.'s Paul Weston and tv actress Jane Wyatt.

On Sept. 16 the Chicago chapter cele-

THE BEST MUSIC SESAC IN AMERICA

SESAC

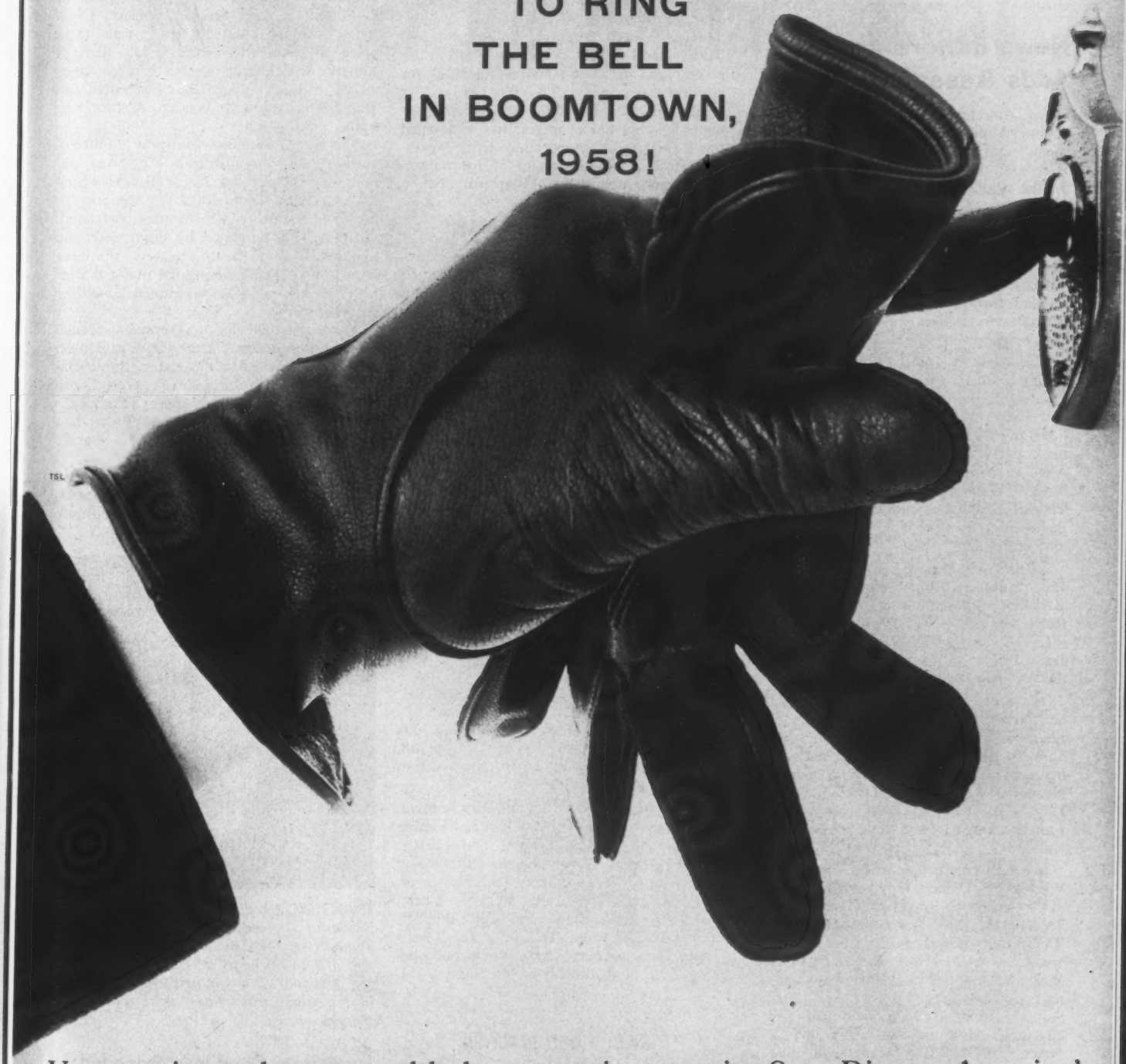
PAUL HEINECKE, PRESIDENT

LICENSING THE PERFORMANCE, MECHANICAL OR SYNCHRONIZATION RIGHTS IN "THE BEST MUSIC IN AMERICA" TO THE ENTIRE ENTERTAINMENT INDUSTRY. RADIO, TELEVISION, MOTION PICTURE, TRANSCRIPTION AND PHONOGRAPH RECORD COMPANIES, THEATRES, CONCERT HALLS, HOTELS, ETC., WITH A REPERTORY OF DISTINCTION

PRODUCERS OF THE FAMOUS SESAC TRANSCRIBED LIBRARY

THE COLISEUM TOWER
10 COLUMBUS CIRCLE
NEW YORK 19, N. Y.

IT TAKES REAL AUTHORITY TO RING THE BELL IN BOOMTOWN, 1958!



Your voice takes on added persuasiveness in San Diego, America's fastest growing market, when it's heard over KFMB in the authoritative company of voices like Murrow's, Cronkite's, Sevareid's and Thomas'. Regional Radio KFMB–CBS from San Diego is the Superior Service for the better part of Southern California.

KFMB SAN DIEGO

REPRESENTED BY EDWARD PETRY & CO., INC.

brated its admission to ATAS with a banquet at that city's Sheraton Hotel. At the celebration WBBM-TV originated and produced the special *Chicago Academy Show* (9:30-10 p.m.) with Chicago's other three tv stations participating. CBS-TV personality Ed Sullivan acted as m.c., presenting the charter to Irv Kupcinet, *Chicago Sun-Times* columnist and head of the local chapter.

News Editors Agenda Adds Research Study

An American Research Bureau study, "News Audiences Mean More to Advertisers," and an address by NAB President Harold E. Fellows are new features added to the Radio Television News Directors Assn. Oct. 15-18 convention at the Blackstone Hotel, Chicago.

Mr. Fellows will discuss "Management Responsibilities in News" at the Oct. 17 luncheon. Joseph Sedgwick, Queen's counsel and former legal counsel to Canadian Broadcasters Assn., will address a Saturday luncheon.

The RTNDA agenda includes CBS commentator Edward R. Murrow; Irving Gitlin, CBS public affairs director; Meade Alcorn and Paul Butler, chairmen of the Republican and Democratic National Committees, respectively; Robert D. Swezey, WDSU-AM-TV New Orleans and chairman of NAB's Freedom of Information Committee; Charles S. Rhyne, president of American Bar Assn.; Jim Bormann, WCCO Minneapolis, and others.

ARB's "first release" of a study on news and advertisers will be part of an Oct. 17 afternoon "Television Workshop," with Ralph Renick, WTVJ (TV) Miami and RTNDA vice president-tv, as moderator. James W. Seiler, ARB director, will make the presentation.

Network representatives include John Secondari, chief of ABC's Washington bureau, on "Preparing the Public Affairs Show"; Don Meany, NBC's national tv news editor, on "How Stations Can Help Networks With Film Coverage," and John Day, CBS news director, on "Covering Fast-Breaking News for Television Specials."

Second panel comprises Bob Tripp, WFAA-TV Dallas; Floyd Kalber, KMTV (TV) Omaha, Neb.; Greg Gamer, KAKE-TV Wichita, Kan., and Robert Hoyt, WSBT-TV South Bend, Ind. Other workshop speakers are Harold Baker, WFGA-TV Jacksonville, Fla., on "Covering Cape Canaveral," and Prof. Fred Seibert, Michigan State U., East Lansing, who will give an educator's view on "What Is Libel in Tv News." WGN-TV Chicago will give an Ampex videotape recording demonstration.

The RTNDA convention begins Wednesday (Oct. 15) evening with a talk on equal radio-tv access to public proceedings by Mr. Bormann.

A Swezey-Rhyne debate on Canon 35 will be included in a panel session, with a question-answer period. Edward F. Ryan, WTOP Washington and chairman of RTNDA's Freedom of Information Committee, will be moderator.

Tom Eaton, WTIC Hartford, will conduct an election workshop featuring Vincent Wasilewski, NAB government relations manager, on "Legal Aspects of the Campaign Coverage"; Jack Shelley, WHO-TV Des Moines, on "Coverage by the 50 Kw Station"; Jim Byron, WBAP-AM-TV Fort Worth, on "The Texas Election Coverage"; Monroe Benton, WTRY Troy, N. Y., "Small Station Election Coverage," and Robert Mott, KWSC Pullman, Wash., noncommercial outlet, on pooling facilities for election coverage.

The annual Paul White award and honors for best news operations, conducted by RTNDA in cooperation with Northwestern U.'s Medill School of Journalism, will be presented at the closing banquet.

Ward Fills Cady Post at NAB

Harry H. Ward, continuity acceptance supervisor at NBC Chicago, has been named assistant director of the NAB Tv Code. He succeeds Charles S. Cady, who resigned to become national sales manager of WCSC-TV Charleston, S. C., effective Oct. 15 [PEOPLE, Sept. 22]. Mr. Ward, 37, has been with NBC since 1948. He formerly had been a copywriter for Montgomery Ward & Co. and has done freelance radio-tv commercial and dramatic writing. At NAB he will report to Edward H. Bronson, Tv Code director.

Daley to Face Chicago Ad Group

Chicago Mayor Richard J. Daley will address the first fall luncheon meeting of the Chicago Broadcast Advertising Club at the Sheraton Hotel Oct. 7, it was announced last week. Major Daley will discuss the city's "20-year development plan" and the role envisioned for the local broadcast industry in bringing it to fruition.

TRADE ASSN. SHORTS

Advertising Federation of America has opened new branch office in Washington, D. C., at 1320 G St., N. W. Mrs. Vivian Reed is office secretary.

West Coast Electronic Manufacturers Assn. announces new North-West Council joining activities in Portland, Ore., and Seattle, Wash. Officers: Lawrence R. Rockwood, v.p., Electro-Measurements Inc., chairman; Ray Dilling, v.p., Tally Register Corp., Seattle vice-chairman, and Bill Webber, v.p., administration, Tektronix Inc., Portland vice-chairman. Mr. Rockwood becomes v.p. and director of WCEMA,

RAB: 1,000 PITCHES

Radio Advertising Bureau's 1,000th presentation in the 1958 regional sales "barrage" series was chalked up Sept. 24 when an executive sales team told the Michigan Bell Telephone Co. why it should use radio. By year's end 1,900 presentations will have been delivered, RAB figures.

Beverage Sponsors Winners In Radio Commercial Poll

Beverage advertisers led a national popularity survey of radio commercials conducted by John Blair & Co., station representative.

A commercial prepared by Leo Burnett Co. for National Tea Council was first, with a Tetley Tea commercial by Ogilvy, Benson & Mather ranking second. Winston Cigarettes, through William Esty, won third place followed by Pepsi-Cola, through Kenyon & Eckhardt, in fourth place. Budweiser, through D'Arcy Adv., was fifth and Slug-a-Bug, through Wesley Assoc., was sixth.

The survey included voting by 2,000 advertising and broadcasting executives nationally plus a Pulse Inc. consumer-check on spot radio commercials in the top 10 markets, results of which were correlated.

Votes were tabulated by nine marketing regions. In five of the regions, the area winner also placed among the national winners but in four areas a regional advertiser led the voting.

These regional leaders received special awards: Pepperidge Farms (Ogilvy, Benson & Mather), Mid-Atlantic states; Busch Bavarian Beer (Gardner Adv.), West South Central states; Hamm's Beer (Campbell-Mithun), Mountain states, and Butter-Nut coffee (Buchanan-Thomas Adv.), Pacific states.

The Blair company has conducted three surveys in recent years. R. J. Reynolds (Winston and Camel) and Anheuser-Busch (Budweiser) placed in all three.

TRANSISTOR *radio is presented by Clifford Barborka (l), vice president and Chicago manager of John Blair & Co., to Leo Burnett of Leo Burnett Co., whose commercials for National Tea Council won top place in the Blair firm's latest spot radio commercial survey.*

Local-State Deadlines Extended In Voice of Democracy Contest

Deadlines for judging of the 1958-59 Voice of Democracy broadcast scriptwriting contest have been extended to provide an additional month for selection of winners. State winners will be selected by Jan. 10, 1959, under the new schedule. Winners in each school are to be chosen by Nov. 15

from the heart of Pittsburgh to the entire tri-state area!

WIIC

CHANNEL 11

REPRESENTED BY
BLAIR-TV

BASIC
NBC
AFFILIATE

WIIC PITTSBURGH 14, PA.

Telephone: FAirfax 1-8700

TWX: PG 16

and community winners by Dec. 1.

The contest is sponsored by NAB and Electronic Industries Assn. in cooperation with Veterans of Foreign Wars. Radio-tv stations sponsor the contest in their communities and state broadcaster associations at the state level.

AWARDS SHORTS

W. D. (Farmer Bill) Click, WSAZ-AM-TV Huntington, W. Va., farm director, named "Farmer of the Year" and received 1958 "Distinguished Service to Agriculture Award" at 39th annual meeting of West Virginia Farm Bureau.

WISN Milwaukee was named winner of Milwaukee Music Industry's "Millie" award for "most outstanding public service work in past year." WISN was first radio station to be so honored, "Millie" having gone to personalities in first two years.

Carroll Alcott, KNX Los Angeles newsman, honored by All City Employes Assn. of Los Angeles with gold plaque of merit. Inscribed resolution proclaimed Mr. Alcott as consistently offering to city's citizens "most comprehensive analysis of local news."

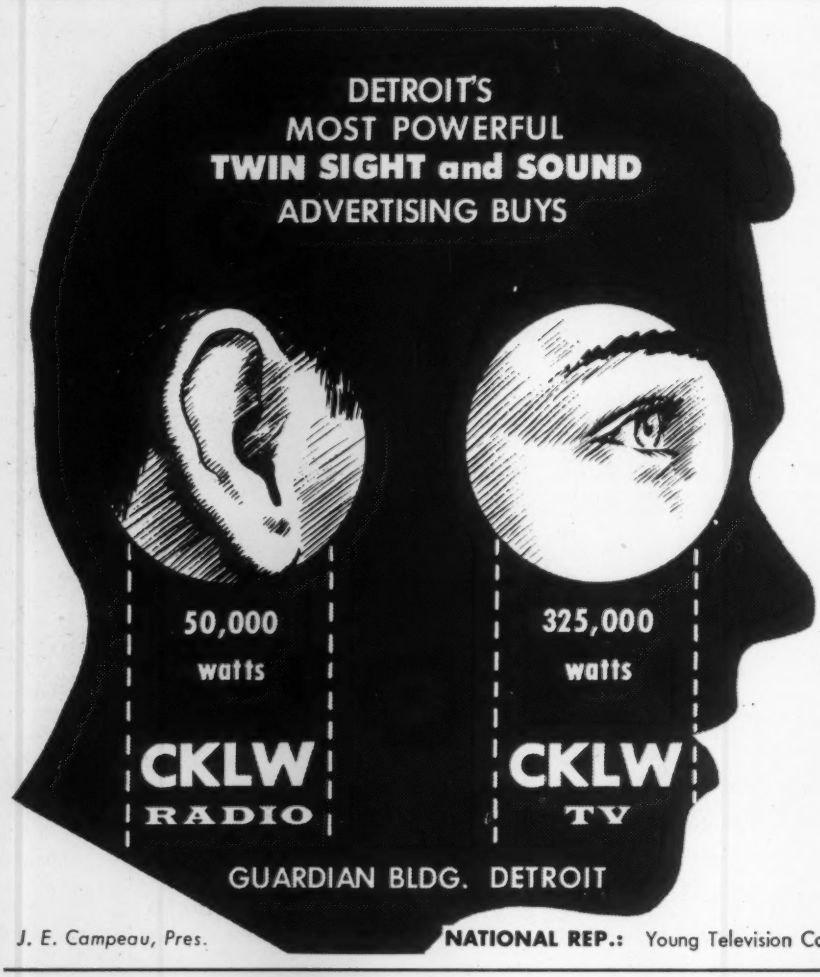
KABC Los Angeles presented with Allstate Safety Crusade Certificate of Commendation for station's "Operation Airwatch" program. Certificate stated that KABC's "Airwatch" performs "vital daily public service to freeway motoring public." Award was first to be given to California radio station.

Dr. Merle L. Dundon, assistant manager of Film Emulsion & Plate Manufacturing Div., Eastman Kodak Co., Rochester, N. Y., selected for Herbert T. Kalmus Gold Medal Award by Society of Motion Picture and Television Engineers. SMPTE cited Dr. Dundon's "outstanding contributions to the development of color film products for motion picture and television industries."

Art Directors Club of Los Angeles announces it will receive entries for its 14th annual Western Exhibition of Advertising and Editorial Art, after Oct. 1. More than 3,600 individual entries were submitted to All-West show last year. Some 350 were selected and hung for final judging and then exhibited for month at California Museum of Science and Industry in Los-Angeles. Medal awards and certificates of merit will also be given to winners this year.

Edward R. Murrow, CBS news analyst, to receive fifth annual Human Rights Award of Joint Defense Appeal, to be presented at dinner Oct. 22 at New York's Waldorf-Astoria.

WIS Columbia, S. C., given Associated Press Superior Award for news coverage in South Carolina for second consecutive year. News director Ken Kurtz accepted award.



Fm Tuner From Granco Designed To Cut Down Price of Receivers

Granco Products Inc., Long Island City, N. Y., last Thursday (Sept. 25) introduced a patented tuning device for fm receivers, which the company claims will expand the fm market substantially by reducing costs.

Company officials said at a news conference in New York that the low-cost tuner will be instrumental in creating "a mass market for fm receivers, now that the major obstacle of high cost has been eliminated." They declined to specify the percentage of the reduction, as compared with present tuners, but said use of the device will make possible the manufacture of high-performance fm receivers at a cost comparable to present am sets.

The tuner is no larger than a pack of king-size cigarettes and incorporates miniaturized components and original circuitry. Production tooling has been completed, officials said, and initial output has been set at 1,000 units per day.

Initially the device will be used in the 1959 line of Granco fm and am-fm radio receivers; later it will be made available to other manufacturers for use in equipment of their own design.

MANUFACTURING SHORTS

H. H. Scott Inc. (high fidelity components), Maynard, Mass., announces new 36-w amplifier (Model 209), including pre-amplifier, comprehensive tape and stereophonic facilities and 36-w power stage. Model is claimed to be easily convertible to stereo. Among special features are accoustic level control, tape-recorder and record equalizer facilities. Catalog and specifications are available from H. H. Scott Inc., Dept. P, 111 Powdermill Road, Maynard, Mass.

Mitchell Camera Corp., Glendale, Calif., offers Mitchell Robot Focus Control which allegedly makes possible fellow-focus scenes previously considered impractical or too costly in terms of camera set-up time. Manufactured for all BNC-Studio cameras, Robot Focus Control can be used in extremely confining sets or where camera is mounted on crane not equipped to hold camera assistant. For complete information write Mitchell Camera Corp., 666 W. Harvard St., Glendale 4, Calif.

Sylvania Electric Products Inc., N. Y., announces development of purified silicon, promising transistor and other semiconductor device manufacturers "maximum uniformity of electrical characteristics at substantial savings in cost." Developed by Sylvania's Chemical & Metallurgical Div., new silicon is said to eliminate guesswork associated with crystal "doping" (impregnation with selected substances) since the crystals are "virtually boron-free."

International Telephone & Telegraph Corp., N. Y., has declared third-quarter dividend of 45 cents per share payable on Oct. 15, 1958, to stockholders of record at close of business last Friday (Sept. 19).

RCA has published 348-page book on "Closed Circuit Television Systems." Book

YOU MAY NEVER MATCH SEWARD'S PURCHASE*—

AMERICAN RESEARCH BUREAU
MARCH 1958 REPORT
GRAND RAPIDS-KALAMAZOO

TIME PERIODS	Number of Quarter Hours with Higher Ratings		
	WKZO-TV	Station B	Ties
MONDAY THRU FRIDAY			
7:30 a.m. to 5:00 p.m.	99	89	2
5:00 p.m. to midnight	92	47	1
SATURDAY			
8:30 a.m. to midnight	38	23	1
SUNDAY			
9:00 a.m. to midnight	43	17	
TOTALS	272	176	4

NOTE: The survey measurements are based on sampling in Grand Rapids and Kalamazoo and their surrounding areas. In ARB's opinion this sample includes 77% of the population of Kent County, and 67% of the population of Kalamazoo County.

BUT... You Can Buy Kalamazoo-Grand Rapids At A Great Bargain!

With WKZO-TV you can buy more territory and reach more *people* in Greater Western Michigan than are available from any other television station— 600,000 TV homes in one of America's top-20 markets!

WKZO-TV telecasts from Channel 3 with 100,000 watts from a 1000′ tower. It is the Official Basic CBS Television Outlet for Kalamazoo - Grand Rapids.

Ask Avery-Knodel!

**William H. Seward bought Alaska from Russia in 1867 for $7,200,000. Opponents of the purchase called it "Seward's Folly".*

AM – TV – FM

The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC, MICHIGAN
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS
WMBD-TV — PEORIA, ILLINOIS

WKZO-TV

100,000 WATTS • CHANNEL 3 • 1000′ TOWER
Studios in Both Kalamazoo and Grand Rapids
For Greater Western Michigan
Avery-Knodel, Inc., Exclusive National Representatives

explains fundamentals and techniques of c-c tv and is said to be of benefit to tv broadcasters in that it presents "data on latest (closed circuit) techniques." Hardbound, book is available at $4.50 postpaid, Government Service Dept., RCA Service Co., Camden 8, N. J.

Zenith Radio Corp. reports record production and shipments of remote control tv receivers, stereophonic phonographs and transistor radios during August. Hugh Robertson, Zenith president, claimed increased production represents sales to consumers, not inventory build-up, and sales volume ran 20% ahead of same month last year. He added that factories are now at full capacity, "with maximum production scheduled during coming months."

Califone Corp., Hollywood, introduces 1959 Director model 12V-9, featuring new 12-watt straight AC amplifier with increased frequency range and distortion reduced to claimed "negligible minimum." Newest features are plug-in cartridge (either monaural or stereo), outlet for second channel stereo operation, automatic arm rest which secures arm automatically to protect cartridge and needles. Unit floats on cushioned spring feet to prevent groove jumping due to floor vibration. Weight: 22 pounds.

Emery Air Freight Corp., N. Y., has announced revision of commodity rates for electronic equipment, including radio-tv parts, with reductions particularly in weights over 200 lbs. and new minimum of $5 (previous minimum ranged $5-7).

Blonder-Tongue Labs, Newark, N. J., announces new dealer price list in two-color brochure, giving complete descriptions, specifications and prices.

Westbury Electronics Inc., Westbury, N. Y., appoints Graybar Electric Co., N. Y., as national distributors.

RCA has opened its first permanent professional placement office, geared primarily for scientists and engineers at senior level. Office, located at 630 Fifth Ave., N. Y., will be directed by RCA Employment manager W. A. Cooper; announcement of opening was made by RCA General Employment manager James C. Rankin.

General Electric Co., Syracuse, N. Y., has announced publication of third edition of its Transistor Manual, reference guide on available transistors and how to use them.

Narda Microwave Corp., Mineola, N. Y., announces publication of products booklet entitled, "Microwave and Uhf Electronic Test Equipment." Including instruments from antennas to waveguide accessories, 84-page pamphlet lists picture, description and price of each article. Address inquiries to Narda Microwave Corp., 118-160 Herricks Rd., Mineola, N. Y.

Corning Glass Works, Corning, N. Y., announces plans to build branch plant in Australia for manufacture of television bulbs. Construction of new facility is planned for early start.

Educational Broadcasters Assn. Plans Omaha Meeting Oct. 14-17

Plans are being completed for the National Assn. of Educational Broadcasters' 34th annual convention in Omaha Oct. 14-17, according to Jack G. McBride, director of etv for KUON-TV Lincoln, and NAEB vice president and convention chairman.

An NAEB board meeting will precede convention activities, which will include business and committee meetings, general sessions, clinics and special events, among them a tour of the Strategic Air Command headquarters. New officers of NAEB will be elected at the convention, to be held at the Sheraton-Fontenelle Hotel, based on selections of the association's nominating group. Regional directors are nominated and elected by mail balloting.

Provision will be made for stations desiring to set up displays at the convention. Members of American Women in Radio & Television, particularly those belonging to NAEB, are being invited to attend. Other members of the steering committee, aside from Mr. McBride, are Dr. Aldrich Paul, U. of Omaha, and Rev. R. C. Williams, S. J., communications arts director, Creighton U., Omaha.

Science Fare Doubled by ETV's, Survey at Ann Arbor Concludes

Educational tv stations are doubling science programming this year, the Educational Tv & Radio Center, Ann Arbor, Mich., has announced. During a sample week in April ETRC found that among 27 stations surveyed, 89 hours of science was offered, compared to 47 hours for the same period last year. Stations increased programming by about 100 hours over last year, the survey found, ascribing the increase to more stations (27 this year vs. 21 last year); and the fact that the majority of stations are on the air longer. One station (WTHS-TV Miami) tripled its air time, ETRC found, while three others (WTVS [TV] Detroit, WYES-TV New Orleans, KUON-TV Lincoln, Neb.) each doubled program schedules. Four stations (WTTW [TV] Chicago, WCET [TV] Cincinnati, KUHT [TV] Houston and WHA-TV Madison, Wis.) reduced telecasting hours.

The outstanding change in 1958 etv, ETRC found, was a large increase of programming for in-school classroom work. This amounted to 18.8% of total program hours, compared to 5.3% last year. Also, the survey uncovered, 17 stations offered telecourses for which viewers received course credit, compared to 10 last year.

WTTW (TV) Raises Record Sum

WTTW (TV) Chicago has raised $272,031 in its 1957-58 fund drive, to be applied to operating costs and studio expansion.

This represents an increase of $50,000 over the sum collected in last year's community fund drive, according to Edward L. Ryerson, president of the licensee Chicago Educational Television Assn. He pointed out that, while WTTW's budget has been increased, viewers were asked to contribute less in the recent campaign. The station is deriving additional funds from contracts for national distribution of programs, tv college courses, closed-circuit production and use of its kinescope facilities by outside organizations and agencies.

Educational Video Projects Start on WPIX (TV) New York

The New York State Board of Education's tv project started Sept. 22 with 5 hours and 20 minutes of programs broadcast on WPIX (TV) New York to schools and homes in the area. Programs ranged from a Spanish lesson for elementary school pupils to a mathematics course for teachers and included lessons in science, music and physics. The programs are broadcast weekday mornings and afternoons.

WPIX became the second city channel in two months to begin telecasting language courses with a new series produced by Metropolitan Educational Television Assn. (META) titled *French Through Television.* The META course is telecast Mon.-Fri., 12:30-1 p.m. and consists of two lessons a week (Mon. and Tues.) which are repeated the next two days and then reviewed Fridays. A self-help pocket textbook, *French Through Pictures,* is available at 35 cents at newsstands; it is published by Pocket Books Inc. In August, WRCA-TV New York kicked off an early-bird English series for the growing Puerto Rican population.

New York Starts C-C in Schools

New York State has launched operation of its first permanent closed-circuit tv teaching system at Cortland, N.Y. The system began this month feeding Spanish lessons from a headquarters classroom to 32 receivers in classrooms of eight schools in three adjacent districts. Two-way audio circuits permit class questions and answers. Some 800 grade school students are participating initially with tv classes to include also spelling, geography, chemistry, art, English, reading and music.

KUAT (TV) Aiming for December

The U. of Arizona's noncommercial-educational ch. 6 KUAT (TV) Tucson has set Dec. 1 as target date to begin operations. With a $40,000 grant from the Fund for Adult Education, White Plains, N. Y., the university will add to the equipment with which it has been conducting closed-circuit classes for two years.

Educational Networking Essayed

In what was reported as a pioneering step toward educational fm-radio networking, WHYY-FM Philadelphia relayed a piano recital to WNYC New York, WGBH-FM Cambridge, Mass., and educational radio stations in Albany, N. Y., and Springfield, Mass. Eventual expansion of this operation, including the Canadian Broadcasting Corp., is expected.

TELEVISION IN KANSAS IS KTVH

CBS

BASIC CBS

SERVING Wichita PLUS
14 OTHER IMPORTANT
KANSAS COMMUNITIES

BLAIR TELEVISION ASSOCIATES

STUDIOS IN HUTCHINSON AND WICHITA

HOWARD O. PETERSON, GENERAL MANAGER

KTVH
HUTCHINSON

New AFTRA Proposals Submitted to Networks

American Federation of Television & Radio Artists submitted its contract proposals to CBS, NBC, ABC and Mutual last week, seeking a basic 10% wage increase for performers in radio-tv.

It was understood the increase would go beyond 10% on an overall basis, since AFTRA also has proposed reducing the number of rehearsal hours, added payment for extra rehearsal and increasing rate of overtime pay.

Negotiations on videotape, which had begun in mid-summer, now will be merged with current discussions.

Present contract expires on Nov. 15. Networks are expected to make counter-proposals this week.

Network sources were reported to be "most disturbed" by demands relative to rehearsal restrictions. It is believed that these demands, in the long run, may exceed cost-wise the 10% wage request.

Other demands by AFTRA include one that would require networks not to feed any programs to affiliated stations which are having labor problems with AFTRA. A network official said this is not a new AFTRA demand but one dating back to the heyday of radio. He noted, however, that the networks never have acceded to this proposal.

Another AFTRA demand covering videotape is one considered by networks as "far-reaching in its implications." This proposal would call upon networks to telecast an AFTRA union label at the end of video programs, whether or not the program was AFTRA-produced. Though AFTRA has jurisdiction at the networks, outside program packagers—primarily those engaged in film—use Screen Actors Guild personnel. This demand could lead to network difficulty with SAG.

AFTRA also is seeking to reach a clear understanding with the networks on the sale of kinescoped or taped shows abroad. In the past, networks have considered stations as part of the network, granting foreign outlets affiliation status. In its contract proposal, AFTRA defines a network as consisting of two or more stations in the U. S. only, and thereby opening the way for payment on sale of taped programs abroad.

Musicians Hearing Delayed

Hearings on charges of dual unionism against approximately 100 members of AFM Local 47 in Hollywood that were to have started Tuesday [PERSONNEL RELATIONS, Sept. 22] have been postponed at least until this week. On complaint of five of the accused musicians, Judge Bayard Rhone of Los Angeles Superior Court issued a temporary restraining order enjoining AFM from suspending or expelling the musicians, interfering in anyway with their employment opportunities or conducting any hearings against them. An order to show cause is to be argued today (Sept. 29) before Judge Rhone when the plaintiffs will seek to have the restraining order continued until their suit can be tried and decided in the court.

The suit, in effect, is a test of the legality of an AFM by-law prohibiting dual unionism on penalty of loss of membership. Since AFM has "closed shop" agreements in most areas of musical employment, except at the major film studios which have signed an agreement with Musicians Guild of America [PERSONNEL RELATIONS, Sept. 1], the dual unionism rule would prevent any musician who accepts employment in motion pictures from working in any other field, the plaintiffs allege.

AFM Head Rattles Sabre Against 'Unfair' Employers

The possibility that the American Federation of Musicians will call for a consumer boycott against "unfair movies, unfair records or the sponsors of unfair television or radio shows" was raised Sept. 21 by Herman D. Kenin, president of the American Federation of Musicians.

Mr. Kenin sounded this warning in his first formal speech since he succeeded James C. Petrillo as AFM president. He told the New York Conference of Musicians in Newburgh, N. Y., that the "unfair employer" is one who "chooses cheap music over legitimate union music." Mr. Kenin earlier had attacked the practice by some employers of using "canned music," thereby displacing union musicians.

Without singling out any particular segment of the entertainment industry, Mr. Kenin asserted that the Federation will strike employers "who employ our members only where there is no alternative and who readily cast them aside for an inferior product at an inferior cost."

N. Y. SAG to Vote on Request For Merger of SAG, AFTRA

A resolution to be offered at a special meeting of the New York branch of the Screen Actors Guild on Wednesday (Oct. 1) calls on SAG to take "immediate steps" to implement a merger between SAG and the American Federation of Television & Radio Artists.

In the past, SAG has repeatedly rejected offers to consolidate with AFTRA [PERSONNEL RELATIONS, Sept. 22]. The resolution, submitted by Carl Frank, a member of the New York local, adds that if the Council or Board of directors of SAG decides against a merger, "this matter should be submitted to a referendum of the entire membership of the Guild."

The agenda of the meeting also will include a discussion on AFTRA's petition to the National Labor Relations Board to hold an election among performers to select a single union to represent them in videotape. SAG has gone on record in opposition to the petition. A hearing on the petition will be held before an NLRB examiner in New York tomorrow (Sept. 30).

Ad libs are fine but...

It's a fact—quick quips, spontaneous gestures, are best caught on film. Then you are in control. A quick snip here . . . a laugh highlighted there—and you have a better show . . . one you can be proud of. That's because you see it before you show it on *film*. What's more, a very important "more," you're in control, too, of time and station! Use black-and-white—or color . . . there's an Eastman Film for every purpose.

For complete information write to:
Motion Picture Film Department
EASTMAN KODAK COMPANY
Rochester 4, N. Y.

East Coast Division
342 Madison Ave., New York 17, N. Y.

Midwest Division
130 East Randolph Drive, Chicago 1, Ill.

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, Calif.

or

W. J. German, Inc.
Agents for the sale and distribution of Eastman Professional Motion Picture Films, Fort Lee, N. J.; Chicago, Ill.; Hollywood, Calif.

Be sure to shoot in COLOR . . . You'll be glad you did.

THREE OUTSTANDING AVAILABILITIES below the MASON-DIXON LINE

SOUTHWEST

VHF-TV and AM Combination

$1,200,000

Located in one of the real growth markets of the Southwest, these two profitable facilities can be purchased for 29% down with the balance to be paid out of earnings.

SOUTH

$150,000

A well-established fulltime facility in one of the first hundred markets. Now showing substantial profit under absentee ownership. 29% down with the balance over five years.

CAROLINAS

$70,000

A growth opportunity in one of the solid industrial markets of the Carolinas. Good physical assets. Can be handled with an unusually low down payment.

NEGOTIATIONS • FINANCING • APPRAISALS

Blackburn & Company

RADIO-TV-NEWSPAPERS BROKERS

WASHINGTON, D. C.
James W. Blackburn
Jack V. Harvey
Washington Building
STerling 3-4341

ATLANTA
Clifford B. Marshall
Stanley Whitaker
Healey Building
JAckson 5-1576

CHICAGO
H. W. Casill
William B. Ryan
333 N. Michigan Avenue
Financial 6-6460

WEST COAST
Colin M. Selph
California Bank Bldg.
Beverly Hills, Calif.
CRestview 4-2770

RADIO REPORTS REVENUE UPSWING

Radio stations look for business to be better for the last half of this year than in the same period of 1957—the highest billing year in history.

A Radio Advertising Bureau survey released Thursday by John F. Hardesty, RAB vice president and general manager, showed 87% of the stations responding to the poll expect their gross sales to be up from the totals they recorded in the last half of 1957.

The study, made public at RAB's Radio Management Conference at St. Clair, Mich., reflected greatest optimism among stations in medium-size markets. In these markets 91.7% of the stations looked for gains. Large-market stations ranked second with 90.9% of them expecting increases, while 83.3% of the small-market outlets predicted increases.

As between network affiliates and independents, the former were more optimistic: 94.9% of the affiliates said they expected gains, as compared to 82.8% of the independent stations reporting revenue gains.

As in the case of overall optimism, medium-sized markets led the others in amount of gains expected. In these markets the stations looking for any gains at all predicted they'd get a 10.5% increase, on the average, while the independents expected an average 13.9% rise.

Small-market independents predicted gains of 12.2%, small-market affiliates 4.8%. Large-market independents thought their billings would be up 10.6%; large market affiliates, 9.8%.

RAB officials expressed confidence in the survey, pointing out that stations replied under RAB assurances that neither their identities nor their estimates would be disclosed.

The Sept. 25-26 management conference at St. Clair was the sixth of seven being held by RAB this month. The last will be held today and tomorrow (Sept. 29-30) at Princeton, N. J.

CHANGING HANDS

TRACK RECORD ON STATION SALES, APPROVAL

ANNOUNCED *The following sales of station interests were announced last week. All are subject to FCC approval.*

WKIS, WORZ (FM) ORLANDO, FLA. • Sold by Central Florida Broadcasting Co. (Naomi T. Murrell, president) to WIBC Indianapolis for $295,000. Richard M. Fairbanks, president and controlling stockholder of WIBC, is individual licensee of WRMF Titusville, Fla. WKIS is an NBC affiliate with 5 kw day, 1 kw night, directional night, on 740 kc. WORZ (FM) is 16.5 kw on 100.3 mc.

KSOO SIOUX FALLS, S. D. • Sold by Sioux Falls Broadcast Assn. Inc. (Morton H. Henkin, president) to KSOO Radio Inc. (E. C. Reineke, Tom Barnstuble, Julius Hetland and Harold W. Bangert) for $275,000. Mr. Reineke is president-majority stockholder of WDAY-AM-TV Fargo, N. D., Mr. Barnstuble is general manager of Fargo stations and Mr. Hetland technical director. Principals in KSOO Radio Inc. also have entered into an agreement to buy stock in KSOO Tv Inc., which holds a construction permit for ch. 13 at Sioux Falls. Mr. Henkin is chief stockholder of KSOO Tv Inc. KSOO is an ABC affiliate, with 10 kw day, 5 kw night, directional night, on 1140 kc.

WSJM ST. JOSEPH, MICH. • Sold by Maurice Humphrey, Ralph W. Newland and Carl L. Benson to multiple owners William E. and William R. Walker and associates for $175,000. The Walker group owns WBEV Beaver Dam, and WMAM and WMBV (TV) Marinette, Wis. WSJM is 250 w on 1400 kc. Broker was Allen Kander & Co.

KVSO-TV ARDMORE, OKLA. • Sold by John F. Easley Estate (heirs John Easley Riesen, general manager of station, and Albert Riesen and Douglas Dillard) to Bill Hoover, president-general manager and a principal stockholder of KTEN (TV) and KADA Ada and KWSH Wewoka, both Oklahoma, for $160,000. KVSO-TV is an NBC-TV affiliate on ch. 12. KVSO was not included in the transaction. Allen Kander & Co. handled sale.

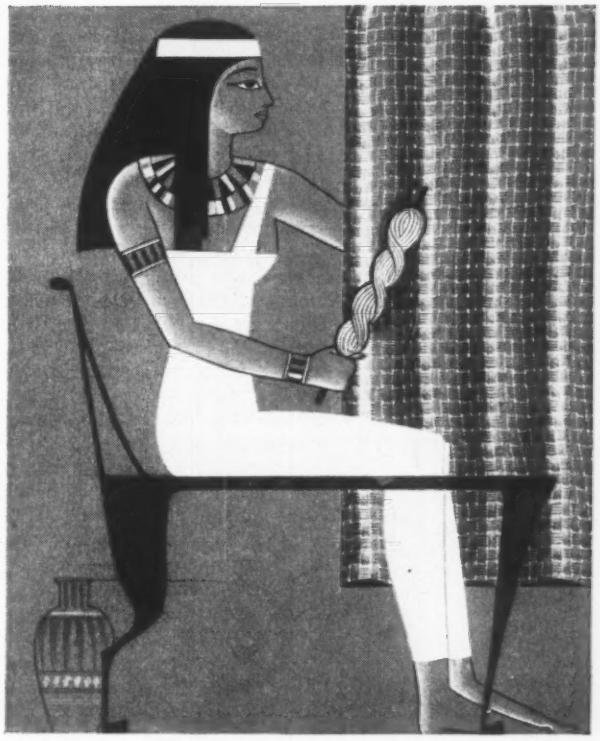
Tv Classes Enter Second Week For Little Rock H.S. Students

Classes for students of four Little Rock, Ark., high schools start for the second week today (Sept. 29) on stations KARK-TV, KATV (TV) and KTHV (TV), all Little Rock [STATIONS, Sept. 22]. Each station plans to continue the educational service until the schools reopen or other arrangements are provided.

After Dr. Dale Alford, school board member, suggested the televised classwork plan, the three commercial tv stations offered their facilities. Within a week classes were scheduled and telecast on a regular weekday basis. Four 30-minute periods of instruction in English, mathematics, history and science are presented in two-hour daily sessions. Nearly all of the students have textbooks and are using them in conjunction with the tv lectures. Fifteen white teachers are instructing more than 3,000 white and Negro students in the integrated television classrooms.

The total of six hours of live and filmed instruction begins at 7 a.m. on KTHV for 11th grade students, and on KARK-TV for 12th graders. Tenth grade pupils turn their classes on at 9 a.m. over KATV. Supt. Virgil Blossom heads the program and Louis Henderson, supervisor of secondary education, plans the educational content. KTHV uses two classroom sets alternating classes between the sets. Each teacher spends approximately 30 minutes with the director and production manager before each tele-

as basic as the alphabet



EGYPTIAN

Twentieth century scholars tracing the origin of writing believe that the ancient Egyptian word-sign for *hank* was the forerunner of our modern letter H.

PHOENICIAN

The people of Tyre squared off the form and used it to represent the first sound of *cheth* (fence). It was so written on the famous Moabite Stone dating back to the ninth century B. C.

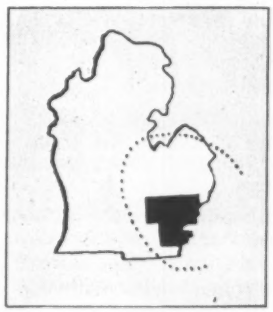
GREEK

When sea-rovers carried their writing to the shores of Greece, the Hellenes adopted the sign and used it to represent their vowel *eta*.

ROMAN

In the city of seven hills, the H was altered somewhat. But since the Romans used the Greek E to represent the *eta* vowel sound, they gave H the sound we employ today.

Historical data by
Dr. Donald J. Lloyd, Wayne State University



Heart of the Michigan Market

Seventy per cent of Michigan's population commanding 75 per cent of the state's buying power lives within WWJ's daytime primary coverage area.

Hard sell or soft sell, make WWJ your number one Michigan radio station. Dealers and distributors like WWJ because they know it moves merchandise. Listeners like the station because it gives them modern radio at its best.

Start your fall radio campaign here—with the WWJ Melody Parade, with the WWJ features originating at Northland and Eastland Shopping Centers, with sales-minded personalities like Hugh Roberts, Faye Elizabeth, Dick French, Bob Maxwell, and Jim DeLand. It's the *basic* thing to do!

WWJ AM and FM **RADIO**

Detroit's Basic Radio Station

Owned and operated by **The Detroit News**

NBC Affiliate

National Representatives: Peters, Griffin, Woodward, Inc.

TELEVISED *classes began Sept. 22 on three Little Rock, Ark., stations for more than 3,000 high school students whose regular classes are temporarily suspended. Shown preparing for a lesson at KTHV (TV) are Virgil Blossom, Little Rock school superintendent, and Mrs. Metcalf, teacher.*

vised class period. Three cameras are used. Technical advisors assist the teachers with tv poise and awareness.

B. G. Robertson, KTHV general manager, said "We know this is no substitute for the school classroom itself, but these teachers are doing a sound, intelligent job. The classes are not intended as a substitute but as an opportunity for the students to catch up on their studies."

Washington-Based Kluge Group Names Tannen Managing Director

Kluge Radio Stations has set up national headquarters in Washington under Ernie Tannen, who is appointed managing director of the group, John W. Kluge, majority stockholder of the stations has announced.

Mr. Tannen formerly was vice president-general manager of WEEP Pittsburgh. Other Kluge outlets: WGAY Silver Spring, Md.; WKDA Nashville, Tenn.; WINE Buffalo, N. Y.; KNOK Forth Worth, Tex., and (pending FCC approval) WSRS Cleveland, Ohio.

Address of the new headquarters is 2637 Connecticut Ave., N. W., Washington, D. C. Telephone: Dupont 7-2541.

Two Oklahoma City Stations Use Cameras in Appeals Court

Two Oklahoma City tv stations—WKY-TV and KWTV—covered sessions of the Oklahoma Criminal Court of Appeals last week, a precedent made possible by the court's Sept. 3, decision holding that broadcast media are entitled to equal rights with the press [LEAD STORY, Sept. 8].

The two tv stations picked up court sessions Sept. 24-25, using silent Auricon cameras and available light. WKY-TV telecast a 30-minute documentary Sept. 25, 9-9:30 p.m., tracing the history of the important judicial decision. The program showed how courts have been covered in Oklahoma for the last four years. It included comments by the three judges of the Oklahoma criminal tribunal and NAB President Harold E. Fellows.

Weeks Denies Excesses In Radio Commercials

A statement designed to pull teeth from accusations made by irked advertising agency spokesmen who have decried so-called "overcommercialization" in radio has been released by Paul R. Weeks, vice president and partner, H-R Representatives, station representative firm.

Mr. Weeks noted that in radio, a knowledgeable announcer "finds it easy and natural to break up a commercial sequence with a bit of straight entertainment. A time check, a station ID jingle, a diverting ad lib or topical joke, and a potential triple spot is nipped in the bud."

He said that unlike tv, radio networks take little of a station's time and option time does not impinge on peak hours. "Network breaks," he reminded, "are a full minute and since the great majority of radio commercials are minute spots, the necessity for triple-spotting seldom if ever occurs even on network stations."

He thought it rare for a radio station to place three spots back-to-back without spacing the spots with a newscast, a record or a weather forecast.

Chief point of Mr. Weeks' statement was that overcommercialization is not easily defined, and there's no proof that there's anything wrong with what is described as a "heavy commercial load" on radio station programming.

Radio-Tv Asked to Support Annual Observance of UN Day

Industry support is sought for observance of U. N. Day Oct. 24, according to the U. S. Committee for the United Nations, which last week asked for network and station time.

McCann-Erickson, Kenyon & Eckhardt, Cunningham & Walsh and several other agencies offered support. They will endeavor to make time available on their serviced programs. Individual station owners such as J. S. (Dody) Sinclair of WJAR-AM-TV Providence, R. I., are urging their colleagues to back the U. N. The Providence station is adding the U. N. logo to its letterhead [OPEN MIKE, Sept. 8].

Support will be given by Advertising Council, which is sending to 3,100 radio and 525 tv stations special kits containing word of U. N. Day.

CONELRAD CONFUSION

A Conelrad weather bureau radio test in metropolitan New York backfired Thursday (Sept. 25) when an engineer at WRCA New York pushed the wrong button. The weather bureau from 17 Battery Place in New York midway through the afternoon teletyped a test emergency weather forecast under "Conelrad procedures." The bureau "announcement" warned of a frigid blast of air moving into New York and vicinity from Canada and bringing with it heavy snows, a drop in temperature to 10 degrees and high winds—conditions "likely to produce one of the worst blizzards in many years."

The wire was rushed to an announcer who read the message into what he thought was a microphone set up for a closed-circuit test. Instead, the announcement went over the air. More than 1,000 calls came into WRCA, NBC Radio's owned and operated station, and 17 Battery Place similarly had a lit up switchboard. At the time, temperatures in New York were about 80 degrees. The true weather forecast—fair and warm.

DATELINES

Newsworthy News Coverage by Radio and Tv

LOS ANGELES—Twenty minutes after actor Marlon Brando's wife discovered her Japanese maid drowned in the family swimming pool on Sept. 11 KTLA (TV) Los Angeles was on the air with picture and sound from the scene with its flying television station, the KTLA Telecopter. Viewers saw the body being removed from the pool and carried to an ambulance. KTLA twice interrupted its programming for the Telecopter reports.

HOUSTON—The newsroom at KILT Houston, Tex., was activated to full staff Sept. 4 as hurricane "Ella" threatened to ruffle her skirts along the Texas Gulf Coast. News director Joe Long and newsman Bill Gill left to report weather conditions from the Gulf of Mexico. During the period of the hurricane's approach from 6 a.m. through midnight, Sept. 5, KILT broadcast a total of 49 on-the-spot reports from the New Orleans Weather Bureau, the Coast Guard, Civil Defense offices, the Red Cross and from reporters located at strategic coastal points. During the storm coverage period KILT received 27 long-distance requests for tapes from 19 other stations.

TWIN CITIES—When WCCO-TV Minneapolis-St. Paul signed on the air at 7 a.m. Aug. 28, viewers saw the first films of the burning wreckage of a Northwest Airlines plane which had crashed on take-off from Minneapolis' Wold Chamberlain Field at 3:30 a.m. The DC-6B airliner, carrying 56 passengers and four crew members, en route from Washington, D. C., to Seattle, Wash., crashed and burned at the end of the runway, but with no loss of life or serious injuries. Within 45 minutes of the crash, WCCO-TV cameramen and reporters were on the scene as well as at hospitals to interview the survivors. By sign-on time the station had processed and edited more than 2,000 feet of film. Five special crash telecasts, with sound-on-film interviews, were presented between 7 and 9 a.m.

KIMO, KFOX Announce 30% Cut For Set Manufacturing Clients

To get radio set advertising "back where it belongs," the Major Market Group stations KIMO Independence, Mo., and KFOX Long Beach, Calif., are offering an extra 30% discount to all set manufacturers or retailers buying spots to advertise radios.

"The most effective medium for selling radio sets is clearly radio," the KFOX-KIMO announcement stated. "On radio the set manufacturer or retailer reaches the market that uses and buys radios. There's absolutely no waste. But too few manufacturers are doing any kind of a job to sell sets in any medium, much less in radio."

Noting that "our stations and all radio stations have a stake in the sale of more radio sets," the MMG announcement continued: "Through this incentive, we hope to induce more manufacturers and retailers to awaken to the huge opportunities in the radio set field."

The MMG research department estimated that in 1957 more than 720,000 radio sets were purchased in the Los Angeles and Kansas City markets covered by the two stations, "the largest number of units of any applicances sold in those markets, although almost the least promoted item in the appliance or electric housewares field."

CHEERS from several thousand Texans greeted McLendon radio stations' endurance pilots Jim Heth and Bill Burkhart as their Cessna 172, "The Old Scotchman," landed at Dallas-Garland airport Sept. 21, after completing a record-setting 1,200 hours of continuous flight. The old record, 1124 hours, was set in 1949. The new record holders flew for 50 days and nights over Texas and Louisiana cities where McLendon stations are located. Supplies were picked up daily at the Dallas airport in the manner pictured. Co-pilot Jim Heth leans out as Mr. Burkhart swoops the plane low over the speeding supply truck. Among the greeters at the airport welcome were representatives of KLIF Dallas, major sponsor of the flight. Other McLendon stations participating were KILT Houston, KTSA San Antonio and KEEL Shreveport.

Short cuts for tall problems

Not every station is for sale, but most stations can be bought.

The price is the key, and the key to price is sound evaluation. We pride ourselves in getting buyers and sellers together in an area of agreement.

Trading in the market place of broadcasting properties gets rather complicated at times, but seldom impossible if open minds and sound thinking prevail around the bargaining table.

Whether you want to step up or step down your TV-radio holdings, you'll put a lot of preliminary work behind you by calling in our organization.

There's a convenient office nearby.

ALLEN KANDER AND COMPANY

Negotiators for the Purchase and Sale of Radio and Television Stations

WASHINGTON	1625 Eye Street N.W.	NAtional 8-1990
NEW YORK	60 East 42nd Street	MUrray Hill 7-4242
CHICAGO	35 East Wacker Drive	RAndolph 6-6760
DENVER	1700 Broadway	AComa 2-3623

REPRESENTATIVE APPOINTMENTS

WABJ Adrian, Mich., appoints John E. Pearson Co., N. Y.

KTIX Seattle, Wash., and **KPER Gilroy, Calif.,** appoint J. A. Lucas & Assoc., L. A., as regional representative.

WKYB-AM-FM Paducah, Ky., names Bolling Co. and **WEW St. Louis** renews with Bolling. Stations are owned by Bruce Barrington.

WJRT (TV) Flint, Mich., (scheduled to begin programming by mid-October) names Campbell-Ewald, Detroit. C. L. Roehm will handle account.

WKAB Mobile, Ala., names Venard, Rintoul & McConnell Inc., as national sales representative. Appointment is effective Oct. 1. Former representative, Adam Young Inc., retains southeastern representation out of its Atlanta office.

KLIK Jefferson City, KHMO Hannibal, both Missouri, **KSAY San Francisco** and **KEEN San Jose,** both California, name George P. Hollingbery. Effective Jan. 1, 1959, Hollingbery will represent **WTTM Trenton, N. J.**

WUSN-TV Charleston, S. C., names The Bolling Co. for Midwest and West Coast.

WTVY (TV) Dothan, Ala., and **KFLY-TV Lafayette, La.,** name Richard O'Connell Inc., New York.

REPRESENTATIVE SHORTS

Forjoe & Co., N. Y., moves to new Atlanta offices to house its Southern Sales Div. New address and phone of station representative is 1371 Peachtree St., Trinity 5-0404.

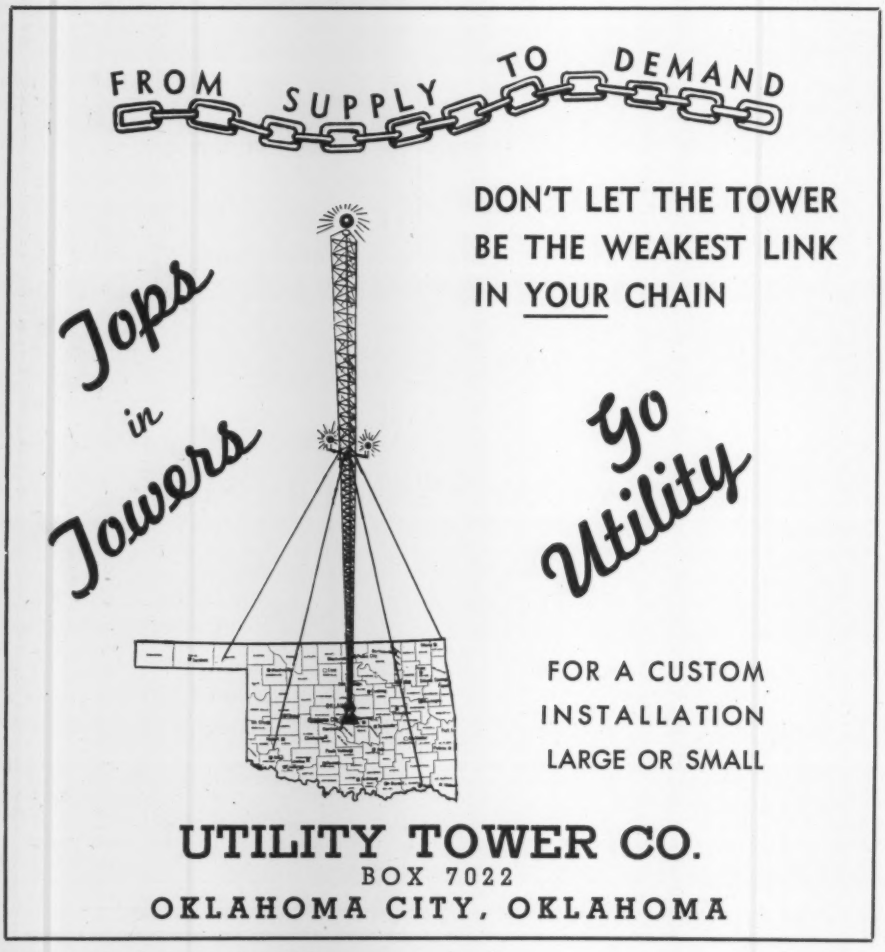
H-R Representatives Inc. and **H-R Television Inc.,** N. Y., station representative, announce companies will move to new and larger quarters on Oct. 6 in Seagram Bldg., 375 Park Ave., New York 22. Telephone will be Plaza 9-6800.

STATION SHORTS

KTTV (TV) Los Angeles has established new commercial building for expanded station activities with move of company's sales account executives, sales service and traffic departments into quarters formerly leased to Edward Small Productions.

WNEP-TV Scranton, Pa., has begun broadcasting from its new antenna position on Electronic Heights, just outside Mountaintop. New construction, costing in excess of $125,000, reportedly will mean 20% increase in station's coverage area.

WONA Winona, Miss., new 1 kw daytimer, announces scheduled start of programming in late October. Regional frequency is 1570. Bob Chisholm, formerly of WMBC Macon, Miss., has been named station manager. Rest of staff will be announced shortly before station goes on air.


FROM SUPPLY TO DEMAND
DON'T LET THE TOWER BE THE WEAKEST LINK IN YOUR CHAIN
Tops in Towers
Go Utility
FOR A CUSTOM INSTALLATION LARGE OR SMALL
UTILITY TOWER CO.
BOX 7022
OKLAHOMA CITY, OKLAHOMA

ATV of England Purchases Australia Radio-Tv Interests

Associated TeleVision Ltd. (ATV), London, England, has announced the purchase of Broadcasting Associates Pty. Ltd., Sydney, Australia. Purchase price was not divulged, but the transaction was described as the largest in Australian broadcasting history. Properties, formerly owned by the *London Daily Mirror* and *Sunday Pictorial Newspapers,* include a substantial interest in a tv station in Sydney and ownership of radio stations in Sydney, Melbourne, Adelaide, Canaberra, Wollongong and Young, as well as a partnership in the MacQuarie Network, largest in Australia.

Also included in the transaction were the studio facilities of Artransa Radio Transcription Service, recently modernized and equipped at an expenditure of more than $1.5 million for the production of film programs and film and radio commercials, reportedly giving ATV a dominant position in that field as well. Although ATV in July joined forces with the Jack Wrather Organization of Beverly Hills, Calif., to form Independent Television Corp., $12.5 million international tv distributing, sales, financing and production organization [FILM, July 14] which has also acquired Television Programs of America for an additional $11.35 million [LEAD STORY, Sept. 22], neither Wrather nor ITC is involved in the Australian purchase of ATV.

John Patience of Sydney, board chairman of Broadcasting Assoc. Pty. for several years, will remain in that capacity as operating head of the Australian properties.

New Quebec Station on Ch. 9

CKBL-TV Matane, Que., has begun telecasting on ch. 9, covering an area on the north and south shores of the St. Lawrence River. Rene Lapointe is president and Octave Lapointe vice president. The new station is represented by J. A. Hardy & Co. Ltd., Montreal and Toronto.

ANOTHER RED LAUNCHING

The Soviet Union is reported to be ready to start color television in 1959, according to Russian claims. Radio Liberation, a private American agency which beams broadcasts to the U.S.S.R., last week circulated a report carried by the Soviet European service, which stated that Moscow tv stations will commence the first transmissions of tv color the beginning of 1959. Several months ago, the news service said, tests in color television by Russian engineers were shown to members of the International Congress on color television and the presentations were called "extremely successful."

You get better pictures with Du Pont film

KBET's chief cameraman Paul Meeks filming a commercial on Du Pont Type 930 film. At the desk is news director Hank Thornley.

"930 and 931 give us high speed with no loss of quality"

reports Paul Meeks, chief cameraman at KBET-TV, Sacramento, California

"The exceptional latitude and speed of Du Pont Rapid Reversal Film are the main reasons why we've used it since we went on the air in 1955," Mr. Meeks tells us. "And quality is never sacrificed; in fact, we prefer the quality of Du Pont 930 and 931—both picture and sound—over other films."

Station KBET-TV must give newsreel coverage to political events, court and legislative hearings where special lighting is barred. "Often we haven't time to take a meter reading," says Mr. Meeks. "We count on the speed and exposure latitude of Du Pont film. It hasn't let us down yet. Proof of the film's quality," he concludes, "came on a recent assignment when we finished shooting at 4:45, rush-processed the film for the evening news show at 5:30. Even with fast processing, a single 16 mm frame was good enough to blow up to 4 x 5 for the newspapers the next morning."

If you need speed and latitude for your motion pictures, and can't afford to lose quality, there's a Du Pont film for you. Contact the nearest Du Pont Sales Office, or write for more information to Du Pont Photo Products Department, 2420-2 Nemours Building, Wilmington 98, Delaware.

In Canada, Du Pont Company of Canada (1956) Limited, Toronto.

DU PONT
REG. U. S. PAT. OFF.

Better Things for Better Living . . . *through Chemistry*

NOW!

WABT—
Birmingham

is

WAPI-TV
Channel 13

★ ★

Call letters that have meant the best in radio for the past 35 years now mean the finest in television too.

★ ★

A Complete WAPI Broadcasting Service

WAPI-TV
TV Channel 13
316,000 Watts

Represented Nationally by Harrington, Righter and Parsons, Inc.

★ ★ ★

WAPI
Radio 1070 KC
50,000 Watts*

* 5,000 Nights Effective Soon

WAPI-FM
FM 99.5 MC
72,000 Watts

Represented Nationally by HENRY I. CHRISTAL

CHUM Winner Will Be Millionaire

CHUM Toronto, Ont., is offering the winner of its "Millionaire" contest an opportunity to be a millionaire in one of three countries—France, Italy or Japan.

In the contest, devised by CHUM and sponsored by 45 A & P stores in Ontario, the winner will receive passage for two by KLM Royal Dutch Airlines to one of the three countries. The couple will be given free accommodations for ten days at the finest hotel in the chosen location, and for spending money, either a million yen, francs or lira, CHUM announced. Contestants become eligible by submitting entry blanks, available at participating A & P stores.

Approximate exchange rates for American dollars makes the total sum equal to $2,400 in francs, $1,600 in lira and $2,800 in yen.

Scheduled for 13 weeks the contest presents weekly winners with portable tv sets. Weekly winners will compete at the contest's conclusion for the grand "Millionaire" quiz and award.

New Series Initiated on Cruise

World premiere promotion of the new *Yancy Derringer* series slated to start on CBS-TV Oct. 2 was held in New Orleans Sept. 18-20 by Needham, Louis & Brorby Inc. on behalf of the program's sponsor and agency client, S. C. Johnson & Son. (Johnson's wax).

The premiere, held in New Orleans because of the program's setting in that city, was attended by civic officials, newspaper tv columnists and executives from S. C. Johnson & Son and took place aboard the Mississippi River boat *Sultana* on an actual cruise. Featured stars (Jock Mahoney, Frances Bergen, others) took part in the civic welcome and reception, visits to historical sites and local radio-tv interview shows.

The series will be carried by CBS-TV Thursdays, 8:30-9 p.m. EST.

NBC-TV Expands 'Today' Coverage

NBC-TV's *Today* program (Mon.-Fri., 7-9 a.m.) will implement several changes in format, starting Oct. 6, and including an expansion in its news coverage, the introduction of regular "columns" on sports, fashion, food and home decorating, and the launching of a talent showcase for young professionals. Charles Van Doren, tv quiz winner, joins *Today* on Oct. 6 as news feature editor, and his column will deal with interviews with "unusual people" and reports on scientific and educational developments.

WCSC Distributes Market Study

The first copy of a new market study prepared by WCSC Charleston, S. C., entitled "Modern Charleston, South Carolina, Is Big," a four-color brochure being distributed to agency executives, advertisers and sales managers, has been presented by John M. Rivers owner of WCSC, to William McG. Morrison, Charleston's mayor. The study tells the story of Charleston's growth and history as a market for advertisers' goods.

MORNING REMINDER

RAB's cup runneth over, with reason. When 18 top marketing-advertising executives representing RCA, General Electric, Zenith, Motorola, Westinghouse and Philco opened their morning mail one day last week and found themselves the recipients of a white brassiere, it was no mixup. It was a deliberate plot hatched by Radio Advertising Bureau to convince these men to advertise their radio sets on radio.

Tucked between the folds of the bra, they found this note from RAB President Kevin Sweeney:

"You probably know someone who wears one of these contraptions. But a bra manufacturer with even a rudimentary idea of marketing strategy wouldn't direct his advertising to you. He'd aim it at the users—women. Doesn't it make equal sense for you to advertise your radio set line to the people who *use* radio sets, i.e. people who are radio listeners rather than those who get their news and entertainment from other media? Radio advertising is clearly the best way to reach the users and buyers of radio sets."

RAB explained its mailing of the brassieres (and disposable diapers a few days earlier) by saying it wanted to show—dramatically—"the absurdity of radio sets being advertised any other place than on radio."

WKRC-TV Schedules Drama Class

WKRC-TV Cincinnati will televise an earlybird college credit course in drama as a weekday feature starting Sept. 23.

Offered by Our Lady of Cincinnati College, the tv course, entitled *Drama at Daybreak*, will be conducted by Dr. Siegmund Betz, professor of English, at 7:30 a.m. Tuesdays and Thursdays. The half-hour sessions will include dramas ranging from English morality plays to contemporary dramas. Three years ago WKRC-TV telecast a psychology course for credit given by the U. of Cincinnati at 9 a.m. on Saturdays. The station received national attention when its tv "class" received higher grades than a "pilot" class on campus, WKRC-TV reported.

75,000 Cars Bear KXYZ Emblem

Since KXYZ Houston, Tex., launched its "Safety Foremost" promotion June 16, safety stickers with the station's call letters have been affixed to more than 75,000 Houston automobiles, KXYZ announced. Motorists are requested to display the emblems on the rear windows of their cars.

Each KXYZ safety emblem carries a registration number which is entered on an entry blank, obtainable at more than 1,000 Foremost Dairies dealers or 184 Texaco service stations in the area. Ten times each day KXYZ calls out a lucky number for over $1,300 in prizes offered each day.

Motorists having the winning number are required to call Foremost Dairies before 4 p.m. the same day. A traffic violation during the previous 30 days disqualifies a winner.

KYW-FM Airs Salzburg Festival

KYW-FM Cleveland, Ohio, on Sept. 22, began programming each weekday evening from 8-10 p.m. concerts heard at Austria's Salzburg Music Festival, which was held from July 26 to Aug. 31. Special arrangements were made through the Broadcast Foundation of America in cooperation with Radio Salzburg to broadcast 15 separate concerts. Included in the series are the operas "The Marriage of Figaro" by Mozart, Beethoven's "Fidelio," Mozart's "Cosi Fan Tutte" and Samuel Barber's new "Vanessa," with the original Metropolitan Opera premiere cast.

WBZ-FM Surveys Listeners

WBZ-FM Boston has announced the results of an audience survey of fm listening patterns. Results were obtained from 644 postcard replies to questionnaire sent to 966 persons who have previously participated in a special WBZ-FM merchandise offer. By correlating survey answers the station has defined its "average" listener as being 36 years old and in the upper-middle income bracket. The average listening time per day, according to the survey, is four hours. The average listener's home has 1.42 fm sets. 50.4% of listeners have components sets, 49.6% use package sets.

WLW 'Copter to Speed Traffic

Delays in morning and evening traffic rush hours may be avoided by Cincinnati, Ohio, motorists who listen to the helicopter reports of traffic conditions presented by WLW Cincinnati. The traffic report service was inaugrated Sept. 15, in cooperation with the Cincinnati Police Div. Broadcasts from the Bell 47H-1 helicopter are made in the 7:30-8:30 a.m. portion of WLW's *Clockwatcher* program, and from 4:45 to 5:45 p.m. on the *Rollin' Along* show. At least six reports are made in each period. WLW announced. The new public service feature is sponsored by the Shell Oil Co.

WWRL, WHOM Enter N. Y. Parade

WWRL Woodside, L. I., and WHOM New York, competitors for German and Spanish-Puerto Rican audiences in New York, joined hands in a project on Sept. 20. The stations entered a float jointly in the first German-American Steuben parade in New York City. The float took the form of a rocket and was dedicated to rocket expert Werner Von Braun.

Goal Reached, D.J. Climbs Down

To promote the changeover of WAKY Louisville, Ky., to a McLendon station, WAKY d.j. Phil Page stayed aboard a scaffold tower at a Louisville drive-in restaurant for 48 days, as long as was necessary for the station to reach a goal of 51% of the Louisville listening audience, the station announced. Listeners were asked

From Rochester's CHANNEL 10

A Double Toast to Our Advertisers:—

Yes, you get the majority* of the eyes and ears in the rich Rochester area when you advertise your product on

CHANNEL 10

* Rochester Metropolitan Area TELEPULSE March 1958

NATIONAL REPRESENTATIVES
The Bolling Co. WVET-TV
Everett McKinney WHEC-TV

In Rochester, N. Y.
IT ALL ADDS UP TO 10 CBS BASIC

to send in postcards guessing the day, hour and minute that WAKY would achieve its audience goal. WAKY announced Sept. 10 a total of 55%. The holder of the winning card was presented $100. Mr. Page broadcast once each hour during his tower stay. Visitors asked questions by telephone through a closed circuit line to the tower.

Art Show Marks WTAR Anniversary

An exhibition of 225 pieces of art pointing up "the effect of radio-tv on Tidewater life" was held in the WTAR Norfolk, Va., Radio & Tv Center as part of its 35th anniversary celebrations. The show, now being displayed in a Norfolk department store, was viewed at the center by about 1,200 visitors. WTAR President Campbell Arnoux purchased the painting that was judged the best for permanent display in the station's studios. Five other paintings received awards. The art exhibition was one of several anniversary promotions conducted by WTAR.

WMAL-TV Revamps Night Schedule

WMAL-TV Washington, D. C., is appealing to early-to-bed government employes with its new night programming schedule. Unveiled Sept. 15, the format consists of news at 10:30 p.m., rather than the customary 11 p.m., time, followed by two half-hour filmed dramas.

The 10:30 Final begins with a 15-minute ABC-TV newscast, featuring John Daly, and continues with local news reported by Len Deibert, sports news by Morrie Siegel, and the weather by Louis Allen. Starting at 11 p.m. is *Action at 11*, which includes *African Patrol* on Monday; *City Detective* (Tuesday); *State Trooper* (Wednesday); *The Walter Winchell File* (Thursday), and *Code 3* (Friday). From 11:30 to midnight, the station shows *Follow That Man* starring Ralph Bellamy.

PHILADELPHIANS got their first public views of the 1959 Buick in a WPEN Philadelphia promotion. This new Buick Invicta, adorned with appropriate WPEN banners, toured Greater Philadelphia for three days, starting with Buick's opening day apparance. A spot campaign on-the-air told WPEN listeners to look for WPEN's 1959 Buick.

Auburn Football Network Formed

WAPI Birmingham, Ala., this fall is originating broadcasts of the nine-game football slate of Alabama Polytechnic Institute at Auburn, Ala., for a 53-station network in the South. Standard Oil of Kenutcky will sponsor the broadcasts for WAPI and 21 of the affiliated stations. The others will have local sponsors. The games will be fed to the network by WAPI-FM. Sportscaster Tom Hamlin will announce the play-by-play and Charlie Davis will do the color work. The first broadcast was the Auburn-Tennessee game last Saturday (Sept. 27).

Adams Gets 'Communism' Material

Betty Adams, educational director, WJAR-TV Providence, R. I., returns this week from Europe where she has been gathering supplementary material for *The Philosophy of Communism*, the station's educational series. Miss Adams made sound-on-film interviews with such figures as Polish Education Minister M. Bienkowski in Warsaw, and NATO Supreme Commander General Lauris Norstad in Paris. Included in Miss Adams' itinerary: Moscow, Ankara and Istanbul. *The Philosophy of Communism*, a course for one college credit, will run on WJAR-TV Oct. 20-Nov. 21.

WOW Takes Straw Vote at Fair

Visitors to the Nebraska State Fair at Lincoln voted on all-electric voting machines for the first time at the WOW Omaha exhibit. Three automatic Shoup voting machines, which also are displayed at the U. S. exhibition in Brussels, were installed by WOW to take a straw vote on current political and civic issues besides recording radio listener preferences. After the fair, the machines were moved to three Omaha banks, clients of WOW, to measure metropolitan reaction to the ballot.

WWVA Salutes 1959 Automobiles

WWVA Wheeling, W. Va., will salute new 1959 models of American automobiles as they are introduced to the public with a series of programs entitled *The WWVA Automobile Show of the Air*. The programs will feature zone, regional and district managers of the Pittsburgh district, each describing his respective car. The promotion schedule includes on-air announcements, window posters, bulletins to dealers and special displays. The series, which started with Buick on Sept. 18, are presented without charge as a station public relations and public service activity.

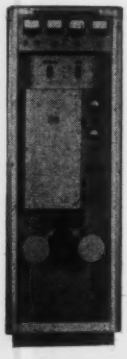
KIVA (TV) Invites Car Dealers

A public service promotion designed to stimulate business in all fields, especially for automobile dealers, has been announced by KIVA (TV) Yuma, Ariz. Some 40 dealers in five communities have been invited to participate in half-hour programs during which two 1959 models will be displayed and the dealers will be introduced. In addition, dealers are invited to meet at the station for a coffee hour and "bull session" prior to each car preview.

KABC-TV Plans Palladium Ball

Following through on its "black and white" promotion theme for its new fall lineup of evening and daytime programs, KABC-TV Los Angeles will hold a Black

NEED 1 KW FM TRANSMITTER?



Approach No. 1
FM-1000A Transmitter
Meets all FCC & RETMA specs. Can be multiplexed
PRICE $3995.00

Approach No. 2
FM-1000A Amplifier
Can be used with any 250 watt transmitter to produce 1000 watts
PRICE $2495.00

NEED 5 KW TRANSMITTERS?

Approach No. 1
FM-5000A Transmitter
Meets all FCC & RETMA specs. Can be multiplexed. Utilizes single 4CX5000A tetrode
PRICE $9995.00

Approach No. 2
FM-5000A Amplifier
Can be driven by any 250 watt or higher power transmitter.
PRICE $7995.00

ITA industrial transmitters and antennas
235 fairfield ave. upper darby, pa.
write for additional information

WHEN THEY SAY YOU'VE COMMITTED
LIBEL — SLANDER
PIRACY — PLAGIARISM
INVASION OF PRIVACY
COPYRIGHT VIOLATION

Be ready with our unique
INSURANCE
Adequate protection against embarrassing loss at amazingly moderate cost. Write!

EMPLOYERS REINSURANCE CORPORATION
21 W. Tenth, Kansas City, Mo.
New York, 107 William St. · Chicago, 175 W. Jackson · San Francisco, 100 Bush St.

Would you call this fair play?

Hardly—yet you face the same kind of unfairness with some of your taxes

The referee in this picture is doing something no official in his right mind would do. He's tackling the ball-carrier, and thus giving an unfair advantage to the opposing team. In a similar way, federal laws give certain people an unfair tax advantage over you and most Americans. Here's how:

About 23 cents out of every dollar you pay for electricity goes for taxes. But under present tax laws, several million families and businesses escape paying most of the taxes in *their* electric bills that you pay in yours. They are people whose electricity comes from federal government electric systems.

And what's more, the taxes they escape have to be made up by other people—including *you!*

Most Americans think everyone should pay his own fair share of taxes. Don't you agree?

America's Independent Electric Light and Power Companies*

**Company names on request through this magazine*

new
authoritative
more complete than ever

the 632-page 1958

BROADCASTING

*Yearbook issue**

"the one-book library of television and radio information"

46 separate directories indexing the world of broadcasting

- **tv stations**
- **am stations**
- **fm stations**
- **educational stations**
- **networks**
- **sales representatives**
- **advertising agencies**
- **associations**
- **services**
- **government**
- **schools**

plus—

market data, billings, ratings, programs, awards, talent, historical facts—all arranged and indexed for instant reference

station listings by state and city show executive personnel, network, power, frequency or channel; separate directories by call letters, frequencies, newspaper and group ownership

- **subscription copies mailed late September**
- **limited number available at $4.00 per copy**

ORDER TODAY

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Circulation Department
1735 DeSales Street, N.W.
Washington 6, D. C.

*published every September as 53rd issue of BROADCASTING—The Businessweekly of Television and Radio

and White Ball next Monday (Oct. 6) at the Hollywood Palladium. Lawrence Welk and his orchestra will provide the music for dancing. The affair, naturally, is black tie.

Scooter Club Formed at KYW-TV

Motor scooter enthusiasts in Cleveland, Ohio, have been invited to become members of a safety club which has been organized by Big Wilson, KYW-TV Cleveland personality, who has been commuting between his home and the studio via motor scooter, and also for transportation to personal appearances. On Sept. 6, 250 teenagers and adults paraded through downtown Cleveland on their scooters, after pledging themselves to safe driving practices. The event followed a formal ceremony in front of KYW-TV where Mr. Wilson distributed *Early Show* shirts, named after his daily program. Membership cards for the club are being issued and the organization will work with the Cleveland Police Dept. and the Cleveland Safety Council to promote safe driving.

WWL-TV Promotes 'Mike Hammer'

For one week prior to the initial showing of Mickey Spillane's *Mike Hammer* series on WWL-TV New Orleans, the public was invited to try opening a safe in which the station had placed a certificate worth $25,000 in cash. More than 1,000 persons tried to no avail to "crack" the locked small safe which was placed in a Volkswagen truck parked in downtown New Orleans. To conclude the series promotion, the correct combination was taken out of a bank safe deposit vault and during a live noontime show, the safe was opened.

Texans Plan Tour of ABC-TV

WFAA-TV Dallas will help ABC-TV kick off "Operation Daybreak" in a couple of weeks, It's flying into New York a planeload of 60 Texans—courtesy Braniff International Airways—to be on hand to take a tour of the ABC-TV plant, studios, day and nighttime programs, etc. The junket was conceived by Alex Keese, the station's executive director, with an eye towards making Texans more aware of ABC-TV and its "new look" in programming. The trip is scheduled Oct. 15-19.

Drawing Closes KBRK Promotion

KBRK Brookings, S. D., received more than 180,000 registration cards during its nine-week summer promotion campaign which concluded with the drawing for a new two-bedroom house, valued at $6,000, and $800 in cash. Weekly $100 cash prizes sustained interest in the promotion until the final drawing for the house. Forty area merchants participated in the event with a basic supply of 2,000 cards to be handed to their customers. Extra cards were granted to merchants for the cost of printing. KBRK's "Dream House" was won by an Arlington, S. D., farm couple with three children.

KROS Student Pilot Wins Wings

Hank Dihlmann, sports director at KROS Clinton, Iowa, who has been conducting a *Learn to Fly* program series with himself in the student's role, has been awarded his "Bird Man Junior Grade" wings for passing his first solo flight test. Mr. Dihlmann takes a portable tape recorder on his instructional flights and later provides listeners with 15-minute versions of the lessons. KROS reports "several hundred" persons greeted Mr. Dihlmann at the airport for the solo flight. Mr. Dihlmann will continue the instructional series until he receives his private flying license.

KFAB Awards Non-Stop Talker

The Omaha, Neb., Community Fund Drive was the theme of a "Talkathon" for eight contestants at KFAB Omaha. The station, in reporting a new non-stop talking record, awarded $1,000 to the winner, an Omaha woman who talked continuously for 96 hours and 36 minutes. KFAB presented the vocal marathon from the windows of an Omaha department store as a public service to promote the annual drive for charity contributions.

Phila. Market Data Available

NBC Spot Sales has issued its ninth market data book, which covers Philadelphia, on behalf of its station WRCV-TV Philadelphia. It provides data on population, number of households, effective buying income and other marketing areas. Copies may be obtained from the Research Dept., NBC Spot Sales, 30 Rockefeller Plaza, New York 20.

Insurance Men Appear on WICC

Approximately 60 agents of the Metropolitan Life Insurance Co. in the Bridgeport, Conn., area will appear personally on WICC in connection with the company's sponsorship of a ten-minute newscast on the station three times a week. On each session, a Metropolitan representative will be introduced.

WBZ-TV Features Priscilla Lane

A morning half-hour strip serializing feature films was set to start on WBZ-TV Boston last week. Called *Priscilla Lane Show*, it presents Miss Lane, former movie star, as hostess and in interviews with visiting celebrities. The first week's movie, "Daughters Courageous," also featured Miss Lane. The show is at 9:30-10 a.m. Monday through Friday.

ABP
MEN WHO READ BUSINESSPAPERS MEAN BUSINESS

In the Radio-TV Publishing Field only BROADCASTING is a member of Audit Bureau of Circulations and Associated Business Publications

SUCCESS STORIES

One of a series of salutes to successful TV stations across the nation . . . and to the Northwest School graduates who have contributed to their success.

WDAY

TELEVISION • RADIO

FARGO, NORTH DAKOTA

WDAY Station Manager, Jack Dunn

Tom Hofsommer joined WDAY-TV in May, 1956, as a film editor. His quick grasp of this job, along with his general knowledge of the other phases of television, paved the way for his present position in TV Sales-Service.

Ed Engelen is, at the present, a TV cameraman with WDAY-TV. His natural ability in the various technical aspects of studio operations has made him a valuable asset in local-live productions. Ed has been on the WDAY-TV staff since May, 1955.

WDAY-TV inherited one of the pioneer call letters in the world of broadcasting when it went on the air back in June 1953. WDAY-Radio, the oldest broadcasting station in the northwest, began its operation back in May, 1922.

WDAY-TV serves the fabulous Red River Valley from Fargo, North Dakota, and is affiliated with both NBC and ABC. In a few short months, WDAY-TV's coverage area will be doubled when its new 1206 ft. tower goes into operation. This increase in tower height plus the increase in power to the maximum 100,000 watts will give WDAY-TV a 60% increase in audience in the tri-state area of North Dakota, Minnesota, and South Dakota.

Station Manager Jack Dunn of WDAY-TV, says: "Our two Northwest Schools' graduates have proven to be excellent employees. Ed Engelen is a competent technician in several phases of studio operations; Tom Hofsommer, originally employed as a film director, has been promoted to an account executive in TV Sales and is doing an excellent job."

For further information

on Northwest training and graduates available in your area, write, phone or wire

NORTHWEST SCHOOLS

1221 N.W. 21st Avenue, Portland 9, Oregon

Phone CApitol 3-7246

737 N. Michigan Avenue, Chicago • 1440 N. Highland, Hollywood

PEOPLE
A WEEKLY REPORT OF FATES AND FORTUNES

ADVERTISERS & AGENCIES

JOHN GOODWILLIE elected v.p. of C. J. LaRoche & Co., N.Y. Mr. Goodwillie, account supervisor, joined LaRoche in 1955, following earlier service with Young & Rubicam, N.Y.

MRS. STEARNS

JANET GILBERT STEARNS, formerly broadcast supervisor, Doyle Dane Bernbach, joins Riedl & Freede Inc., both New York, as media director.

JOHN N. CALLEY named director of new program development in tv-radio department of Ted Bates & Co., N.Y., effective today (Sept. 29). For past several years Mr. Calley has been head of Henry Jaffe Enterprises, N.Y., producers of various television programs.

MR. KEESHAN

WILLIAM F. KEESHAN, leaving New York brokerage firm of DeHaven & Townsend, Crouter & Bodine, to join Frank H. Lee Co., Danbury, Conn., as director of sales. Mr. Keeshan has been with John B. Stetson Co., Lee's competitor. No successor has been picked to succeed Frank H. Lee Jr., president of hat concern, who died.

LOUIS S. WEITZMAN resigns as assistant promotion director of Bureau of Advertising, American Newspaper Publishers Assn., to join Schneider-Stogel Co., N.Y., advertising, as v.p. and plans director.

EDWARD SIMON, formerly with Bryan Houston Inc. and Kenyon & Eckhardt Inc., both New York, joins Ross Roy Inc., Detroit, as director of research.

JEROME J. DELOTT, formerly with Yale & Towne Mfg. Co., and **DAVID MACKINTOSH,** formerly with Benton & Bowles, join Dancer-Fitzgerald-Sample in N.Y. as research project directors.

EDWIN A. ANGER appointed sales service manager and **ROBERT B. SLAWTER** named public relations and promotion manager of Miller Brewing Co., Milwaukee. Mr. Anger served as Miller's sales promotion and publicity manager since 1954. Mr. Slawter previously worked with Alcoa Steamship Co., N.Y., as assistant merchandising manager.

EDITH E. HEMPFLING, formerly with Edward S. Kellogg Co., L.A., as production manager, to J. M. Straus & Co., L.A., as traffic and production manager.

MORTON H. DORCHIN appointed production manager of Wunderman, Ricotta & Kline Inc, N.Y.

ANDREW PELLIZZI promoted from associate art director to art director of Henderson Adv. Agency Inc., Greenville, S.C. **HARRY ZEPP,** former art director, becomes senior art director.

RUSS ALBEN, timebuyer and associate tv commercials producer, Peck Adv., promoted to account executive on Manhattan Shirt Co. Other Peck Adv. changes: **JOHN FENGLER,** WRCA-TV New York producer, to radio-tv commercial producer; **MARY FRANKLIN,** timebuyer to chief timebuyer.

GEORGE GOODLET, formerly with Young & Rubicam, joins Foote, Cone & Belding, N.Y., as account executive.

DON D. RUMBARGER, formerly with Daniel Starch & Staff, to sales director, Audits & Surveys Co., market research specialists.

ROLAND LESSER, advertising manager, Longines-Wittnauer Watch Co., to S. Jay Reiner Co., Minneapolis, as radio-tv sales director.

MURIEL BRAEUTIGAM, former supervisor of advertising on women's brands for Brown Shoe Co., St. Louis, named assistant to advertising and sales promotion manager. Other Brown appointments: **JAMES NEWCOMBE,** formerly with White Rodgers Mfg. Co., to sales promotion manager in charge of promotion and dealer advertising services; **CAROL REES,** former art director, to creative director of advertising on women's brands; **WILLIAM OLIVER,** formerly advertising manager, Fridley Bros. Inc., to creative director of advertising on men's and children's brands, and **GLORIA GERST,** formerly with Centaur Studios, to art director on women's brands.

JACK HOLDEN, formerly with WLS Chicago for 25 years, joins Geoffrey Wade Adv., Chicago, as field representative of radio-tv department.

MARY JANE THOMPSON, previously with Los Angeles office of BBDO, to Los Angeles copy staff of Erwin Wasey, Ruthrauff & Ryan Inc.

LYNN KIMMEL, copywriter on Procter & Gamble's Zest at Benton & Bowles, to Ogilvy, Benson & Mather, both New York, in similar capacity. OB&M services Lever Bros.' Dove soap.

MR. GAUNT

JOHN E. GAUNT, 46, radio-tv v.p. for Grant Adv. Inc., died Tuesday (Sept. 23) following heart attack, in Hollywood.

ELMER W. FROEHLICH, 59, v.p. and media director of MacManus, John and Adams Inc., N. Y., died Sept. 21 in Detroit following heart attack. Mr. Froehlich was formerly chairman of Advertising Research Foundation and co-chairman of magazines and farm publications chapter of Assn. of American Advertising Agencies.

FILM

BRUCE D. COLEN, formerly with CBS-TV as associate producer, to CBS-TV Film Sales Inc. in charge of program development.

GENE DEITCH, who recently formed his own firm after long associations with UPA Pictures and CBS-Terrytoons Div., appointed to Industrial of Technology. Mr. Deitch will give lectures on and Scientific Board of Advisors, N.Y. Institute animation and allied topics this coming semester.

L. C. (BUD) WOODS, former owner of Bud Woods Productions, Tulsa, Okla., joins Alexander Film Co., Colorado Springs, Colo., as resident sales v.p. for Oklahoma-Texas area.

HENRY S. NEWMAN, formerly with United Artists' foreign department, to Inter World TV Films Inc., N.Y., as sales representative. Inter World is newly-formed company which has acquired foreign distribution rights to about 2,500 programs, distributed domestically by Guild Films.

PHILIP FRANK, for past year account executive in sales at Caravel Films, appointed to New York sales staff of MGM-TV's commercial and industrial film department in similar capacity. At one time, he was partner in George Blake Film Enterprises, and entered the tv commercial field in 1949 with Screen Gems.

NETWORKS

EDWARD TRUMAN, formerly music director for NBC-TV's *Matinee Theatre* to mystery series, *Further Adventures of Ellery Queen,* in similar capacity.

FRANK LEAHY, former football coach of Notre Dame U., has been added to Mutual's staff of announcers who will cover network's Saturday college football schedule this year, ending on Dec. 29. Mr. Leahy will provide analyses of games in progress.

SYLVESTER L. WEAVER SR., 80, Los Angeles business man and civic leader, father of Sylvester L. (Pat) Weaver Jr., former president of NBC, and Doodles Weaver, tv comic, died Sept. 11 after illness of several months.

STATIONS

MR. CHAPMAN MR. RICHDALE MR. STEVENS

REID G. CHAPMAN appointed v.p. and general manager of WANE-AM-TV Fort Wayne, Ind., **JAMES C. RICHDALE JR.,** named v.p. and general manager of KGUL-TV Houston, Tex., and **GEORGE STEVENS** promoted to v.p. and general manager of KOTV (TV) Tulsa, Okla. All stations are members of Corinthian Group. Mr. Chapman succeeds **R. MORRIS PIERCE,** resigned to supervise installation of radio station for U. S. Navy at Cutler, Me. Mr. Chapman had been general manager of WANE for past three years. Mr. Richdale was v.p. and general manager of KOTV (TV) Tulsa, and Mr. Stevens was KOTV commercial manager. KOTV board of directors have appointed executive committee consisting of Messrs. Richdale, Stevens and **C. WREDE PETERSMEYER,** president, KOTV Inc., to work on major station policy.

MR. STEVENS

GEORGE C. STEVENS, general sales manager of Transcontinent Televison Corp., N. Y., promoted to v.p. in charge of sales for Trancontinent, which has 4 o&o tv stations. Mr. Stevens was previously with NBC where he was sales director for WRCA New York. He is member of New York Sales Executive Club and Radio-Tv Executives Society.

MR. WEBSTER

MAURIE E. WEBSTER appointed general manager of KCBS San Francisco, CBS-owned outlet. Mr. Webster replaces **HENRY UNTERMEYER,** who will be reassigned to New York in new sales post. Mr. Webster has been sales manager for KNX Los Angeles and CBS Radio Pacific Network for past year and half and earlier had been director of operations for four years for both facilities. His successor has not been announced.

United Press International
Facsimile Newspictures and
United Press Movietone Newsfilm
Build Ratings
1

NOTICE TO EDITORS—For more than 30 years, Metropolitan Life has sponsored advertising messages on national health and safety. Because of public interest in the subject matter of these advertisements, Metropolitan offers all news editors (including radio news editors), free use of the text of each advertisement in this series. The text may be used in regular health features, health columns or health reports with or without credit to Metropolitan. The Company gladly makes this material available to editors as one phase of its public-service advertising in behalf of the nation's health and safety.

A good school year often starts in the doctor's office

Your child will soon be off to school—with thirty-nine and one-half million other children—the largest enrollment in our country's history.

Naturally, you hope your child will stay well and do well throughout the school year. To help him do so, why not take him to your doctor now—*before school opens*—for a thorough health examination?

This is important for all children, but doubly so for the "beginner" who may be exposed for the first time to the communicable diseases. The child should be protected against whooping cough, polio, diphtheria, smallpox and tetanus.

If he has already had "shots" for these diseases, it may be time for "booster doses." These increase protection or hold it at such a level that the child is more able to resist the disease to which he is exposed.

A pre-school check-up may reveal unsuspected defects of the eyes or ears. A child who has impaired hearing or vision cannot do his best work at school. Besides getting low marks, he may become discouraged or at best have difficulty in making adjustments.

Your doctor can also advise you about improving your child's health habits to increase resistance to colds and other respiratory infections that keep so many children away from their classrooms.

What about older children—teen-agers especially? They, too, should have health examinations. The doctor's advice on physical development and emotional problems can ease many worries that beset adolescents.

When parents, doctors, and teachers work together, the school years can be made more healthful.

COPYRIGHT 1958—METROPOLITAN LIFE INSURANCE COMPANY

Metropolitan Life Insurance Company

(A MUTUAL COMPANY)

1 MADISON AVENUE, NEW YORK 10, N. Y.

MRS. COPLEY

MR. TIPPIE

MR. LANPHEAR

MR. WALTON

MR. LYONS

MR. JOHNSON

MR. HAGEL

MR. STONE

MR. MAILLET

MR. BARENBREGGE

MADALYN PRUETT COPLEY, corporation secretary, and **HENRY B. TIPPIE,** corporation CPA, made v.p.'s and members of board of directors of Rollins Corp., parent body of Rollins Broadcasting Inc., chain of radio and tv stations. **ALBERT R. LANPHEAR,** director of sales, also elected v.p. Following Rollins general managers named v.p.'s of their respective stations: **HAL WALTON,** WNJR Newark, N.J.; **ROBERT LYONS,** KATZ St. Louis; **ARNOLD C. JOHNSON,** WGEE Indianapolis, Ind.; **PAUL von HAGEL,** WRAP Norfolk, Va.; **CHARLES W. STONE,** WAMS Wilmington, **CHARLES R. MAILLET,** WJWL Georgetown, both Delaware, and **GEORGE BARENBREGGE,** WPTZ-TV Plattsburgh, N.Y. **ED SLOAN,** WAMS sales manager, appointed company's midwest sales representative with headquarters in Chicago.

MR. BOICE

HUGH K. BOICE JR., v.p. and director of KWK Radio Inc., St. Louis, named station general manager. Mr. Boice will continue as v.p. and general manager of WEMP Milwaukee, 75% owner of KWK Radio Inc. Mr. Boice is past director of National Assn. of Broadcasters, current president of Wisconsin Broadcasters, director of Radio Advertising Bureau and serves on ASCAP negotiation committee. **WILLIAM L. JONES JR.,** WEMP sales executive, joins KWK as general sales manager.

JOHN D. HARVEY, v.p. and commercial manager, WRRR Rockford, Ill., appointed general manager, WSHE Sheboygan, Wis. [PEOPLE, Sept. 15], subject to FCC approval for grant of pending application for transfer of license from Lake Shore Broadcasting Co. to Central States Broadcasting Co. **DON HOOVER,** sales manager, WKAN Kankakee, Ill., will become new commercial manager, WRRR [PEOPLE, Sept. 15], subject FCC approval for grant of pending application for transfer of license to Radio Rockford from Rock River Broadcasting Co.

LAWRENCE M. CARINO, previously with KTNT-AM-FM-TV Seattle-Tacoma, Wash., as manager and sales director, appointed general sales manager of WWL-TV New Orleans, La.

AL OWEN, air personality, joins WOND Pleasantville, N.J., as disc m.c. and special events director. **RALPH GLENN** elevated to head of WOND sports department.

THERESA M. ROSE, assistant manager, WBUD Trenton, N.J., elevated to station manager. Miss Rose is member of Advertising & Graphic Arts Club of Delaware Valley and Advertising Federation of American Women in Radio and Television.

MISS ROSE

SIDNEY L. BEIGHLEY JR., formerly WPDQ Jacksonville, Fla., radio sales and promotion, appointed v.p. and general manager of WMBR Jacksonville. **DONALD R. SMITH** named director of news operation and **LARRY PATRICK,** formerly WAIR Winston-Salem, N.C., news director, made WMBR news editor. Other WMBR appointments: **EDWIN H. CHAPPELEAR** to director of programming and production; **LINDY FREEMAN** to promotion director; **C. ROY KING** to engineer-in-charge, **JACK MOCK** and **RICK HOLLISTER,** both formerly WIVY Jacksonville, to air personalities.

MR. DEXHEIMER

PHIL DEXHEIMER, account executive at KTLA (TV) Los Angeles, has resigned to open his own insurance agency, representing Travelers. Previously president and general manager of KFXM San Bernardino and KBIG Avalon, both California, Mr. Dexheimer has won numerous sales awards including "Sammy" sales trophy of Los Angeles Sales Executives Club and national RAB sales trophy.

LOUIS W. SHAPIRO, WSTV Steubenville, Ohio, sales manager, elevated to station manager.

MR. MASCHMEIER

HOWARD W. MASCHMEIER, in Triangle Stations' national sales office since 1956, named assistant general manager of WNHC-TV New Haven, Conn., effective Oct. 6. **EDWARD D. TADDEI,** general manager of WNHC-TV since 1956, continues in that capacity. Mr. Maschmeier was formerly general manager of WPTR Albany, N.Y.

WALTER J. DAMM, retired v.p. and general manager of WTMJ-AM-TV Milwaukee, made lifetime honorary member of Milwaukee Musicians' Assn., Local No. 8, American Federation of Musicians. Mr. Damm retired Sept. 27 after more than 42 years with *Milwaukee Journal* Co., 36 of them in radio and tv.

E. A. HASSETT JR., previously national sales manager of KDUB-TV Lubbock, Tex., and once account executive with WFMY-TV Greensboro, N.C., returns to WFMY-TV as station sales manager.

JACK B. DONAHUE, for last three years Pacific coast manager of CBS Radio Network Sales, today (Sept. 29) joins KTLA (TV) Los Angeles as assistant sales manager.

CHRIS (ABBOTT) STOLFA, with sales department of KCMO Kansas City, Mo., for four years, named sales manager of KCMO-FM.

RUSSEL HOWARD, account executive, WBOY-TV Clarksburg, W. Va., promoted to local advertising manager, WBOY-TV.

HERM SCHNEIDER appointed sales manager of WISN Milwaukee, succeeding **GEORGE INGHRAM,** to WISN-TV as account executive.

EDWARD B. SMITH, production manager of KGO-TV San Francisco, has also become director of operations for KGO, John H. Mitchell, ABC v.p. in charge of o&o San Francisco tv and radio stations, has announced.

PHILIP BEIGEL, WCBS-TV New York staff director, to assistant program manager, WBZ-TV Boston.

BRUCE DAVIES, former farm news editor, WLS Chicago, appointed farm director of KFAB Omaha, Neb.

HUGH FERGUSON, veteran WCAU Philadelphia personality, appointed farm director, replacing **AMOS KIRBY,** remaining as WCAU consultant on agricultural and rural affairs.

BILL WANDERSEE to promotion department of WLWI (TV) Indianapolis, succeeding **DON ENGLAND,** transferred to direction-production.

MARK LAMBERT joins WTIC Hartford, Conn., in local sales department.

VERNE NOBLES, formerly production manager of Detroit *Teen Post* newspaper, joins WJBK Detroit as publicity promotion manager.

LEW GREIST, account executive, Peters, Griffin, Woodward Inc., to WNEW-TV New York as account executive. Also appointed in similar post: **JIM KELLY,** former salesman at WRCA New York.

JIM SEXTON, formerly commercial manager, KMEL Wenatchee, Wash., to KIMA Yakima, Wash., sales department. **JONI PETERSON,** previously credit reporter for National Bank of Commerce, joins KIMA Yakima as continuity director.

EDWIN M. KABERNAGEL JR., joins WITH Baltimore as account executive.

JOHN X. WARD, with WTOP-TV Washington since 1955 and most recently assistant director in program department, promoted to account executive. **RICHARD HERBER** promoted from floor director to assistant director.

RUPE WERLING, formerly v.p. in charge of production at WIBG Philadelphia, to WMAL Washington as program and promotion director. Mr. Werling replaces **DUNCAN MILLER,** who moves to WMAL-TV promotion department to handle research and sales presentations.

ARTHUR E. ZUCKER, WINZ-AM-FM Hollywood, Fla., operation manager, elevated to operation manager of WINZ-AM-FM and WEAT-AM-TV West Palm Beach, Fla., Rand Broadcasting Co. stations.

WILLIAM ALCINE appointed manager of film programming for KNXT (TV) Los Angeles. **DON COOK,** executive producer, will assume "live" production responsibilities. Other KNXT appointments: **ALBERTA HACKETT,** administrative assistant to business manager; **LARRY LAZARUS,** previously business manager, to director of systems and procedures; **FLOREN THOMPSON,** production coordinator, to assistant business manager, and **HAROLD UPLINGER,** assistant sports director, to production coordinator for station.

ART LAWRENCE appointed operations manager and d.j. of WWOK Charlotte, N.C., brought into southern division of Tarlow Assoc. Other WWOK appointments: **AL GREGORY,** from WJHL-AM-TV Johnson City, Tenn., as air personality, and **REGINALD LAITTE,** transferred from Tarlow Assoc.'s Boston headquarters, to assume post of news director.

BILL BAILEY, previously program director of KOMA Oklahoma City, Okla., to KOCO-TV Oklahoma City as director of operations. Mr. Bailey will coordinate engineering, production, programming, continuity and traffic departments.

LANNY ROSS, WCBS New York personality, becomes assistant to Sam J. Slate, station's general manager, Oct. 1, taking over administration of many of station's public service events. He will assist Mr. Slate at sales meetings as well as in area of sales development and programming strategy.

ROBERT HANGER, news editor, WHTN-AM-FM-TV Huntington, W. Va., to WTVT (TV) Tampa, Fla., in similar capacity.

BOB LARKIN appointed news editor of WSUN-TV St. Petersburg, Fla., and **JAY BLACK** named sports director of WSUN.

DON NORMAN, formerly with various stations in North and South Carolina and Alabama and Tennessee, has joined WEW St. Louis as newsman and commercial spot announcer.

WALLY KINNAN, previously with WKY-TV Oklahoma City as head of meteorological department, joins WRCV-TV Philadelphia as weathercaster.

LEE McEACHERN, air personality, WHBQ-TV Memphis, Tenn., to KFRC San Francisco in similar capacity.

GINGER MacMANUS, 13-year-old actress who has

"Ad Age does a first-rate job for me..."

says **MAXWELL DANE**
Vice-President and General Manager
Doyle Dane Bernbach Inc.

"Advertising Age does a first-rate job in keeping me posted on what's happening in the field of advertising. Its news reporting is reliable as I have discovered on the occasions when I personally knew the facts—and its reporters are always digging for the whole story. And, of course, the Ad Age annual report on agency billings has become the bible of the business."

"The whole story"—on time—all the time—52 weeks a year! That's why admen rely on Advertising Age's fast delivery of the who, what, when, where, why and how of developments in the advertising-marketing world. What's more, they value the penetrating analyses of trends, and file (for repeated reference) the special roundups and surveys. *Check on it:* you'll find that the executives who *influence* as well as those who *activate* today's market and media decisions count on Ad Age's services of quantity, quality and timeliness.

Doyle Dane Bernbach Inc. is just one example from AA's nationwide audience. Ranking among the important agencies in broadcast, DDB placed $6,500,000* in radio-tv billings in 1957. Included in its accounts are such broadcast-minded advertisers as Chemstrand Corp., E. & J. Gallo Winery, Polaroid Corp. and Philip Morris Inc.

Every week *45 paid-subscription copies of Ad Age* bring Boyle Dane Bernbach executives the news and developments affecting them. Further, every Monday, *23 paid-subscription copies* reach the offices and homes of advertising and marketing professionals of the companies mentioned.

Add to this AA's more than 42,000 paid circulation, its tremendous penetration of advertising with a weekly paid circulation currently reaching over 12,500 agency people alone, its intense readership by top executives in national advertising companies—and you'll recognize in Ad Age a most influential medium for swinging broadcast decisions your way.

**Broadcasting Magazine 1957 Report.*

MAXWELL DANE

Before going into the Doyle Dane Bernbach enterprise in 1949 with Ned Doyle and William Bernbach, Mr. Dane ran his own agency for about five years. His "one-man" operation was preceded by such varied positions as advertising promotion manager of Look Magazine, Radio Station WMCA and the New York Evening Journal, as well as that of account executive at Dorland International and advertising manager of Stern Brothers, the New York department store.

Outside the business world, Mr. Dane has devoted time to a number of community and philanthropic interests, including the Boy Scouts, the United Jewish Appeal and the Civil Liberties Union. He also is active on both sides of the academic fence, being on the planning committee of the New York University Seminar on Successful Advertising Agency Management and continuing—as a student—to take courses at the New School for Social Research.

ABC ABP NBP

important to important people

200 EAST ILLINOIS STREET • CHICAGO 11, ILLINOIS
480 LEXINGTON AVENUE • NEW YORK 17, NEW YORK

1 Year (52 issues) $3

PEOPLE CONTINUED

appeared on CBS-TV's *Let's Take a Trip*, signed as hostess of WOR-TV New York's *Looney Tunes* program (Mon.-Fri., 5-5:30 p.m.).

ALLAN McKEE, formerly news editor, KFAC Los Angeles, joins KVFM-FM San Fernando, Calif., scheduled to begin broadcasting within next several weeks.

DR. PRESTON BRADLEY, pastor of Peoples Church, Chicago, and radio minister past 30 years, moves Sunday services broadcast from WAIT to WLS, both Chicago.

STEVE ALBERTS, formerly with WUSJ Lockport, N.Y., and WFUV-FM New York, to WHTN-TV Huntington, W. Va., as announcer.

GENE BRENT, WHTN Huntington, W. Va., air personality, begins work on WHTN-TV while retaining his radio shows.

ALEX RAMATI, who monitors radio news from behind Iron Curtain and other countries for KNXT-TV Los Angeles and CBS-TV News, has written book, *Beyond the Mountains*, selected as Book of Month by English literary magazine, *Books and Bookmen*.

BILL HENRY, previously air personality, WKBN-AM-FM-TV Youngstown, to WING Dayton, both Ohio, as d.j.

MORRIS SIEGEL, previously with WTOP-TV Washington and presently columnist for *Washington Daily News*, joins WMAL-TV Washington as sportscaster.

JOE COOPER, formerly of KOLN-TV Lincoln, Neb., as air personality, to KMSP-TV Minneapolis in similar capacity.

JACK ELLIOTT, air personality, to KXOK St. Louis.

PHIL COOK, 65, formerly radio comedian on various New York stations for almost 30 years until his retirement in 1952, died in Morristown (N.J.) Memorial Hospital Sept. 18 following long illness.

MILTON C. SCOTT JR., 51, chief engineer and executive, WCKT (TV) Miami, Fla., died Sept. 20 of heart ailment. Mr. Scott had been in broadcasting since 1925, joining WIOD Miami that year.

REPRESENTATIVES

MR. SMART

HARRY SMART, Chicago sales manager for Blair-Tv, elected to v.p. and Chicago manager of station representative firm. Mr. Smart won recognition recently by leading coordinated and successful effort by station representatives to convince Kellogg Co., Battle Creek, Mich., network tv advertiser, to place $7 million tv budget on spot basis. Also announced: **JOHN W. DAVIS,** v.p. and head of Chicago chapter of Station Representatives Assn., to sales promotion manager for Chicago area.

MR. DOWLING

JOSEPH P. DOWLING, sales promotion manager, WHCT (TV) Hartford, named assistant promotion director, CBS Television Spot Sales. He reports to **W. THOMAS DAWSON,** sales promotion director. Mr. Dowling was with Hartford station for two years and before that was sales promotion manager of WTOP-TV Washington.

GALE BLOCKI JR., cofounder of Simmons Assoc., named sales manager of The Bolling Co., station representative, Chicago office. Mr. Blocki dissolved his Simmons partnership to join Bolling. He was midwest director of Radio Advertising Bureau and had been v.p. in John Blair & Co.'s Chicago office for 16 years.

JOHN T. HARTIGAN, timebuyer on Pontiac and Cadillac Motor Co. divisions of GMC at MacManus, John & Adams, Bloomfield Hills, Mich., to midwest sales director, Broadcast Times Sales Inc., station representative. Mr. Hartigan is son of Joseph J. Hartigan, vice chairman of board, Campbell-Ewald Co., Detroit.

PROGRAM SERVICES

MR. LOEB

TOM LOEB, resigns as NBC-TV director of special programs to head Roncom Productions Inc., Perry Como's program packaging firm. Roncom is slated to produce two Pontiac specials early next year through MacManus, John & Adams Inc. Before joining NBC, Mr. Loeb was with Foote, Cone & Belding and Lord & Thomas. He is succeeded at NBC by **HERB SUSSAN,** most recently senior producer on *Wide Wide World*.

MONTE KAY, jazz producer-director, appointed v.p. and general manager of United Artists Records Inc. and United Artists Music Co., both wholly-owned United Artists Inc. subsidiaries. He succeeds **ALFRED H. TAMARIN,** acting v.p., who rejoins parent corporation.

MR. EVANS

JOHN E. EVANS, formerly with D'Arcy Adv. Co., St. Louis, appointed general manager of Southwest Film Industries Inc., Tempe, Ariz. Mr. Evans will supervise production of firm's commercial films. Prior to D'Arcy, Mr. Evans was tv producer and director at KETC (TV) St. Louis.

LOUIS G. BISSEL JR., formerly director of industrial film sales for James Love Productions Inc., appointed director of industrial films division of Filmways Inc., producer of filmed tv commercials.

CY SEGAL, former assistant to president, EMI-Angel Records Inc., named New York sales manager for Warner Bros. Records Inc. Other Warner Records appointments: **JERRY SIMON,** free-lance promotion specialist, to New York promotion manager, and **BILL HALL,** former sales promotion manager, Verve Records, to western district promotion manager.

JOHN SCOTT TROTTER, long-time air personality (NBC-TV's *George Gobel Show*, ABC Radio's *Bing Crosby-Philco Show*, etc.), signed to first recording contract by Warner Brothers Records.

PROFESSIONAL SERVICES

SHIPPEN GEER, formerly with public relations dept., Fuller & Smith & Ross, N.Y., to newly-formed Inter Ocean Publicity Inc., as v.p. and general manager. Inter Ocean is located at 480 Lexington Ave., New York 17. Telephone: Murray Hill 7-8950.

CHARLES W. PRINE JR., senior account supervisor, Public Relations Counselors Inc., subsidiary of Vic Maitland Assoc., Pittsburgh, promoted to managing director.

JACK B. KENNETT, formerly with Communications Counselors, Los Angeles, made v.p. of Best Public Relations Counsellors, L.A.

JOHN T. HARTEN, formerly director of sales for the Spencer-Taylor Corp., New York, hotel operator, appointed general sales manager of World Travelers' Club announces Paul Roberts, president of WTC. Mr. Roberts organized WTC recently as due bill plan for advertisers on one hand and media, including radio and tv, on other [PROFESSIONAL SERVICES, Sept. 15].

ALAN GOFF, formerly v.p. of Barber & Bar Assoc. Inc., New York public relations agency, resigns to join Tex McCrary Inc., as account executive for Food Fair Stores Inc.

RENE MERLANDER, formerly public relations director for Stromberger, LaVene, McKenzie, L.A., to Harshe-Rotman Inc., Chicago-based public relations firm, in Los Angeles office as account executive.

ARTHUR SHULMAN, eastern promotion representative of *Tv Guide* magazine in New York, appointed Mid-Atlantic regional manager. Mr. Shulman will also serve as manager of New York Metropolitan edition. He succeeds **CHRISTOPHER J. BODKIN JR.,** named circulation director at magazine's headquarters in Radnor, Pa.

MARTIN SEIFERT, formerly with his own public relations and promotion firm in Hollywood, appointed western public relations representative of Camp Fire Girls Inc.

MANUFACTURING

GEORGE F. SMITH, president, Pharmaceutical Mfrs. Assn., elected director of American Telephone & Telegraph Co., succeeding **JAMES F. BELL,** former General Mills board chairman, AT&T director for 24 years. At same time, board elected **WILLIAM G. BOLENIUS,** finance v.p., as executive v.p.

DONALD H. KUNSMAN, v.p. and operations manager of RCA Service Co. (RCA division), succeeds **EDWARD C. CAHILL,** who has served as president since its inception in 1943. Mr. Cahill takes less active role in company affairs because of health but continues to offer counsel on special projects.

MR. PETRIG

DAVID PETRIG, engineering section of manufacturing division, ORRadio Industries Inc,. Opelika, Ala., promoted to chief engineer of manufacturing division. Mr. Petrig was formerly with Continental Gin Co., Birmingham, and Cook Brothers Equipment Co., L.A. He was also with Delta Tank Manufacturing Co., Baton Rouge, La.

GORDON STRACHAN, formerly with Santa Fe Railway in public relations department, to Illinois Manufacturers' Assn. as director of public relations.

DONALD F. WENTZLER appointed director of planning and organization and **EDWARD J. FELESINA** appointed director of public relations and advertising at ITT Labs., Nutley, N.J., division of International Telephone & Telegraph Corp. Mr. Wentzler was formerly manager of professional staff relations at Federal Telecommunication Labs, former research division of ITT Labs. Mr. Felesina was previously public relations manager of Federal Telecommunication Labs.

JOSEPH J. GRABIEC named marketing manager and **GEORGE LOOMIS** made manufacturing manager of Receiving Tube Div., Raytheon Manufacturing Co., Waltham, Mass. Mr. Grabiec was formerly tube sales manager of Lansdale Tube Co., and Mr. Loomis was plant manager of Sylvania's Burlington, Iowa, receiving tube plant.

CLARENCE K. YUTKOWITZ, formerly with Fairchild Camera & Instrument Co., to director of transistors dept., Adler Electronics Inc., New Rochelle, N.Y.

TRADE ASSNS.

JAMES W. CLARK, v.p. and manager of San Francisco office of Gerth, Brown, Clark & Elkus, elected president of National Federation of Advertising Agencies, succeeding **ARNOLD Z. ROSOFF,** president, Arnold & Company, Boston. Other officers: **EARL L. HOLLAND,** Wm. F. Holland Agency, Cincinnati, first v.p.; **JOHN A. HORTON,** Horton, Church & Goff, Providence, R.I., second v.p., and **LESTER HARRISON,** Lester Harrison, Inc., N.Y., treasurer.

MRS. FORREST RADCLIFFE, DR. GARY CLEVELAND MYERS and **DR. FREDRIC WERTHAM** elected as directors of National Assn. for Better Radio and Television. Mrs. Radcliffe is tv-radio chairman, United Church Women of Southern California and Nevada; Dr. Myers is editor of *Highlights for Children*, and Dr. Wertham is psychiatrist. NAFBRAT officers for coming year: **CLARA S. LOGAN,** president; **DR. LEE de FOREST,** first v.p.; **DR. FRANCIS W. NOEL** second v.p.; **MRS. VICTOR ROBERT,** recording secretary and **GERTRUDE BLACKSTOCK,** treasurer.

DOUGLAS H. MILLER, general auditor, General Foods Corp., White Plains, N.Y., named chairman, advertising budget control service committee of Assn. of National Advertisers, succeeding **STANLEY KOENIG,** director of advertising, Olin Mathieson Chemical Corp., New York. Committee is made up of 22 advertising and financial executives of member companies who conduct studies and work-shops for benefit of ANA's 630 corporate members.

INTERNATIONAL

WALTER P. DOWNS, veteran radio producer and equipment sales representative, to CKVL Verdun, Que., Montreal suburb, as director of program sales.

CECIL KNIGHT, formerly of CKSO Sudbury, Ont., to manager of CJNR Blind River, Ont.

ESSO RESEARCH works wonders with oil

From oil comes a new way to go steady

Steadiness is the rule since the lurch left gear shifting in modern buses. Now, power is transmitted smoothly and quietly from motor to wheels with the help of fluids. Esso Research developed a better fluid that—from dead stop to cruising speed—gives you a smoother, more comfortable ride. Whether you're in a bus, or in your own car, you travel better because **ESSO RESEARCH** *works wonders with oil.*

Esso

Station Authorizations, Applications

As Compiled by BROADCASTING

Sept. 18 through Sept. 24

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization STA—special temporary authorization. *—educ.

New Tv Stations

APPLICATION

***Savannah, Ga.—Georgia State Board of Education,** ch. 9 (186-192 mc); ERP 316 kw vis., 158 kw aur.; ant. height above average terrain 1,033 ft., above ground 1,083 ft. Estimated construction cost $418,000, first year operating cost $82,000. P.O. address % Mary Grubbs, Room 219, State Office Bldg., Atlanta, Ga. Studio location 208 Bull St., Savannah. Trans. location Pembroke. Geographic coordinates 32° 07' 59" N. Lat., 81° 37' 09" W. Long. Trans.-ant. RCA. Legal counsel Krieger & Jorgensen, Washington. Consulting engineer A. Earl Cullum Jr., Dallas, Tex. **George P. Whitman Jr.** is board chairman. Announced Sept. 18.

Translators

ACTIONS BY FCC

Board of Education, Truth or Consequences, N. M.—Granted cp for new tv translator station on ch. 73 to translate programs of KNME-TV (educational ch. *5), Albuquerque. Announced Sept. 24.

Tillamook TV Translator Inc., Tillamook, Ore.—Granted cps for three new tv translator stations to translate programs of **Portland** stations—one on ch. 71 to translate programs of **KPTV** second on ch. 76 to translate programs of **KGW-TV,** and the third on ch. 79 to translate programs of **KOIN-TV** (ch. 6). Announced Sept. 24.

Existing Tv Stations

ACTION BY FCC

KETV (TV) Omaha, Neb.—Granted waiver of Sec. 3.652 to permit KETV to identify itself as **Council Bluff, Iowa,** as well as Omaha. Announced Sept. 24.

APPLICATION

WXTV (TV) Youngstown, Ohio—Mod. of cp as modified, which authorized new station, to change frequency from ch. 73, 824-830 mc to ch. 33, 584-590 mc; ERP from vis. 6.46 kw, aur. 3.47 kw to vis. 8.85 kw, aur. 4.75 kw; make changes in ant. and equipment and ant. height above average terrain to 332 ft.

CALL LETTERS ASSIGNED

KBLR-TV Goodland, Kan.—Tri-State Tv Inc., ch. 10. Changed from KWGB-TV.

WGNI-TV Wilmington, N. C.—New Hanover Bcstg. Co., ch. 3.

WTOL-TV Toledo, Ohio—The Community Bcstg. Co., ch. 11.

KXII Ardmore, Okla.—John E. Riesen, ch. 12. Changed from KVSO-TV.

KGNS-TV Laredo, Tex.—Southwestern Operating Co., ch. 8. Changed from KHAD-TV.

KVOG-TV Ogden, Utah—United Telecasting & Radio Co., ch. 9.

New Am Stations

ACTIONS BY FCC

Marianna, Fla.—Southern Bcstg. Co. of Marianna—Granted 1390 kc, 1 kw D. P.O. address % D. T. Brannon, Box 723, Panama City, Fla. Estimated construction cost $16,796, first year operating cost $45,000, revenue $60,000. Equal partners are **Denver T. Brannen** and wife and **John A. Dowdy** and wife. Mr. Brannen owns **KCIL Houma, La., WCOA Pensacola** and **WDLP-AM-FM Panama City,** both **Florida.** Mr. Dowdy owns **WMGR Bainbridge, Ga.** Announced Sept. 24.

Albany, Ore.—The Albany Bcstg. Co.—Granted 990 kc, 250 w D. P.O. address 1016 Washington St., Albany. Estimated construction cost $11,000, first year operating cost $40,000, revenue $60,000. Principals include **Chester B. Wheeler** (80%), general manager of **KWIL Albany; E. V. Bennett** (6.66%), and **Claude H. Kime** (6.66%), dentist. Announced Sept. 24.

Austin, Tex.—Austin Radio Co.—Granted 970 kc, 1 kw D, DA. P.O. address Jacob A. Newborn, Box 1191, Austin. Estimated construction cost $6,000, first year operating cost $24,000, revenue $28,000. Principals include **Nancy Newborn** (50%); **Nena Newborn** (50%), and Pres.-Treas. **Jacob A. Newborn,** owner of **KETX (TV) Tyler, Tex.** Nancy and Nena Newborn are minor daughters of Mr. Newborn. Announced Sept. 24.

APPLICATIONS

Tempe, Ariz.—David V. Harman, 1580 kc, 1 kw D. P.O. address 1301 Lemon St., Tempe. Estimated construction cost $20,335, first year operating cost $40,000, revenue $45,000. Mr. Harman, sole owner, also owns 25% of **KAPR Douglas, Ariz.** Announced Sept. 19.

Oroville, Calif.—Sal Val Bcstrs., 1340 kc, 250 w unl. P.O. address 160 W. 17th St., Merced, Calif. Estimated construction cost $5,000, first year operating cost $48,000, revenue $54,000. Equal partners are **Gene V. Mitchell,** laundry and real estate interests, and **Robert T. McVay,** 2.5% owner of **KSDA Redding, Calif.** Announced Sept. 19.

Brunswick, Ga.—Dixie Radio Inc., 1550 kc, 1 kw D. P.O. address Box 723, Panama City, Fla. Estimated construction cost $11,100, first year operating cost $36,000, revenue $45,000. Owner is **Denver T. Brannen** who also owns **WCOA Pensacola** and **WDLP-AM-FM Panama City,** both **Florida,** and **KCIL Houma, La.** Announced Sept. 23.

Hendersonville, N. C.—William R. Packham, 1550 kc, 1 kw D. P.O. address 3732 Donaldson Dr., N.E., Atlanta, Ga. Estimated construction cost $14,700, first year operating cost $27,500, revenue $35,000. Mr. Packham, sole owner, is promotion director for recording company. Announced Sept. 19.

Toms River, N. J.—Ocean County Bcstrs., 1230 kc, 100 w unl. P.O. address Box 898, Atlantic City, N. J. Estimated construction cost $12,725, first year operating cost $36,000, revenue $50,000. Equal partners are **Leroy** and **Dorothy Breamer,** owners of **WLDB Atlantic City,** and **John F. Moore,** WLDB manager. Announced Sept. 18.

El Reno, Okla.—Charles L. Cain, 1460 kc, 500 w D. P.O. address 208 W. Burton St., Sherman, Tex. Estimated construction cost $10,800, first year operating cost $24,000, revenue $36,000. Mr. Cain, sole owner, also owns **KFYN Bonham, Tex.** Announced Sept. 23.

Providence, R. I.—Radio Rhode Island Inc., 990 kc, 50 kw D. P.O. address 111 Westminister St., Room 405, Providence. Estimated construction cost $229,616, first year operating cost $180,000, revenue $240,000. Owners are **Harry Pinkerson** (62.5%) and others. Mr. Pinkerson is in women's clothing business. Announced Sept. 19.

Chester, Va.—Vernon H. Baker, 1410 kc, 1 kw D. P.O. address Box 1410, Chester. Estimated construction cost $14,700, first year operating cost $36,000, revenue $40,000. Mr. Baker, sole owner, also has interest in **WESR Tasley, Va.** (74%), and **WYNN Florence, S. C.** (50%). Announced Sept. 19.

Smithfield, Va.—East Va. Bcstg. Co., 940 kc, 10 kw D. P.O. address 3802 Military Rd., N.W., Washington, D. C. Estimated construction cost $33,200, first year operating cost $40,000, revenue $50,000. Owners are **William E. Benns Jr.** (90%) and his wife, **Barbara** (10%). Their other broadcast interests: **WVOK Birmingham** (25%); **WBAM Montgomery** (50%); cp for **WSLA-TV Selma,** all **Alabama,** and 100% of **WRZL Richmond, Va.** Announced Sept. 19.

Existing Am Stations

ACTIONS BY FCC

WPKM Tampa, Fla.—Granted SCA to engage in functional music operation on multiplex basis, for period ending Feb. 1, 1961. Announced Sept. 24.

WISK St. Paul, Minn.—Granted change of facilities on 630 kc from 1 kw DA, D to 500 w N, 5 kw LS, DA-2; engineering conditions. Is licensed on 1590 kc, 5 kw D. Announced Sept. 24.

WFAR Farrell, Pa.—Granted change on 1470 kc from 1 kw D to 500 w, 1 kw LS, DA-N unl.; engineering conditions. Announced Sept. 24.

APPLICATIONS

WGGG Gainesville, Fla.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

WMJM Cordale, Ga.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

KICD Spencer, Iowa—Cp to increase daytime power from 250 w to 1 kw and install new trans.

KSCB Liberal, Kan.—Cp to change hours of operation from daytime to unl., using power of 500 w night and 1 kw daytime, install directional ant. nighttime, install new trans.

KCIL Houma, La.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

WUSJ Lockport, N. Y.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

WFAS White Plains, N. Y.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

WMRB Greenville, S. C.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

WJZM Clarksville, Tenn.—Cp to increase daytime from 250 w to 1 kw and install new trans.

WKRM Columbia, Tenn.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

KDNT Denton, Tex.—Cp to increase daytime nower from 1 kw to 5 kw and install new trans. for daytime use (two main trans.).

KFRD Rosenberg, Tex.—Mod. of license to change station location from **Rosenberg, Tex.,** to **Rosenberg-Richmond, Tex.**

CALL LETTERS ASSIGNED

WREA East Palatka, Fla.—REA Radio & Electronic Lab, 1480 kc.

WTNZ Tampa, Fla.—Radio Tampa, 1010 kc.

KPAT Idaho Falls, Idaho—The Benay Corp., 900 kc.

KBLR Goodland, Kan.—Goodland Bcstg. Co., 730 kc. Changed from KWGB.

WFRB Frostburg, Md.—Western Md. Bcstg. Co., 740 kc.

WBCH Hastings, Mich.—Barry Bcstg. Co., 1220 kc. Changed from WAHL.

WSNO Barre, Vt.—Bcstrs. Inc., 1450 kc.

WOVE Welch, W. Va.—Welch Bcstrs. Inc., 1340 kc.

New Fm Stations

ACTIONS BY FCC

Stockton, Calif.—KWG Bcstg. Co.—Granted 105.7 mc, 3.5 kw unl. P.O. address 6606 Selma Ave., Hollywood 28, Calif. Estimated construction cost $3,600, first year operating cost $1,000, revenue same as am. Owners are **O. R. Reichenbach** (40%), **Robin Hill** (40%) and **Frank A. Axelson** (20%). Mr. Reichenbach is in advertising and radio program packaging and distribution. Mr. Hill is electronic engineer. Mr. Axelson is in commercial art. Announced Sept. 24.

Durant, Okla.—Durant Pub.-Bcstg. Corp.—Granted 107.3 mc, 2.9 kw. P.O. address Station KSEO, Box 511, Durant. Announced Sept. 24.

Eugene, Ore.—KEED Inc.—Granted 93.1 mc, 1.10 kw. P.O. address Box 696, Springfield, Ore. Estimated construction cost $7,770, first year operating cost $4,000, revenue $10,000. Owners are **Mr.** and **Mrs. Glen Stadler** who own **KEED Springfield.** Announced Sept. 24.

APPLICATIONS

Carlsbad, Calif.—Lawrence W. Felt, 95.3 mc, 17 kw. P.O. address 3001 Carlsbad Blvd., Carlsbad. Estimated construction cost $21,045, first year operating cost $26,400, revenue $42,000. Mr. Felt, sole owner, is motel and restaurant owner. Announced Sept. 22.

Somerset, Ky.—Southeastern Bcstg. Co., 92.3 mc, 3.034 kw. P.O. address Box 740, Somerset. Estimated construction cost $12,449, first year operating cost $10,000, revenue $12,000. Applicant is licensee of **WSFC Somerset.** Announced Sept. 22.

Seattle, Wash.—Sight and Sound, 101.5 mc, 14.5 kw. P.O. address 1555 Parkside Dr., Seattle. Estimated construction cost $25,792, first year operating cost $12,000, revenue $12,000. Owners are **Mr.** and **Mrs. Cortlandt T. Clark.** Mr. Clark, until recently, was in station representation. Announced Sept. 23.

Charleston, W. Va.—Joe L. Smith Jr., 98.5 mc, 2.63 kw. P.O. address Box 1452, Beckley, W. Va. Estimated construction cost $13,079, first year operating cost $12,000, revenue $12,000. Mr. Smith, sole owner, also owns 74% of **WJLS-AM-FM Beckley** and **WKNA-TV Charleston,** both **West Virginia.** Announced Sept. 23.

Existing Fm Stations

ACTION BY FCC

KLFM (FM) Beverley Hills, Calif.—Granted mod. of cp to change trans. and station location to **Long Beach;** change ERP from 100 w to 300 w, and ant. height from 720 ft. to 435 ft., continuing operation on 105.5 mc. Announced Sept. 24.

CALL LETTERS ASSIGNED

WJOF Athens, Ala.—Athens Bcstg. Co., 104.3 mc. Changed from WJMW-FM.

KLFM Beverly Hills, Calif.—Long Beach Fm Bcstg. Co. Changed from KBCA.

KBCA Los Angeles, Calif.—Radio Beverly Hills, 106.7 mc. Changed from KDBX.

KOBY-FM San Francisco, Calif.—Mid-America Bcstrs. Inc., 95.7 mc.

WWIL-FM Ft. Lauderdale, Fla.—Fla. Air-Power Inc., 103.5 mc.

*WETL South Bend, Ind.—School City of South Bend.

WKIC-FM Hazard, Ky.—Mountain Bcstg. Service Inc., 96.5 mc.

WHKY-FM Hickory, N. C.—Catawba Valley Bcstg. Co., 102.9 mc.

WYFS Winston-Salem, N. C.—Winsonett Inc., 107.5 mc.

WGR-FM Buffalo, N. Y.—Transcontinent Tv Corp., 102.5 mc.

WAYZ-FM Waynesboro, Pa.—Richard F. Lewis Jr. Inc.

Ownership Changes

ACTIONS BY FCC

WRBS Tuscaloosa, Ala.—Granted assignment of license from **Frederic M. Rosemore**, et al., to **Tri-Cities Bcstg. Co. (KREL Baytown, Tex.**, and **WBOP Pensacola, Fla.)**; consideration $82,000. Announced Sept. 24.

WIOD Sanford, Fla.—Granted assignment of license to **Ira L.** and **Viola E. Eshleman**; consideration $45,000. Mr. Eshleman has interests in **WDBF Delray Beach.** Announced Sept. 24.

WKLX Paris, Ky.—Granted assignment of license to **Charles W. Krause**, tr/as **Paris Bcstg. Co.**; consideration $85,000. Announced Sept. 24.

WICO Salisbury, Md.—Granted assignment of license from **Elizabeth** and **W. Courtney Evans** to **Beacon Bcstg. Corp.** (wholly owned by **Shelben Inc.**, which is owned by **Sheldon I.** and **Jacqueline Smerling**); consideration $48,000. Announced Sept. 24.

KADY St. Charles, Mo.—Granted transfer of control from **Harman Irving Moseley II** and **Sheila Shelp Moseley** to **William R. Cady Jr.**, now 29% stockholder; consideration $24,550 for additional 51%, plus other agreements. Announced Sept. 24.

KFLW Klamath Falls, Ore.; KCNO Alturas, Calif.—Granted assignment of licenses to **Stulor Corp. (Stuart Wilson**, president); consideration $97,500. Announced Sept. 24.

KXLE Ellensburg, Wash.—Granted assignment of license to **Western Bcstrs. Inc. (Donald K. McBride**, president, has interest in **KWLK Longview)**; consideration $92,500. Announced Sept. 24.

WRON Ronceverte, W. Va.—Granted transfer of control from **William E. Blake** to **Charles E. Springer**; consideration $11,000 for 56.03% interest. Announced Sept. 24.

APPLICATIONS

KDJI Holbrook, Ariz.—Seeks assignment of license from **Donald Edward Jacobs Sr.** tr/as **Northeastern Ariz. Bcstrs.** to **Harold Jay Arnoldus** for $33,050. Mr. Arnoldus is in finance business. Announced Sept. 24.

KDAD Weed, Calif.—Seeks assignment of cp from **Philip D. Jackson** to equal partners **John H. McAlpine**, radio announcer-salesman, and concrete manufacturer **Jay C. Lemire**, d/b as **K-DAD Bcstrs.**, for $6,000. Announced Sept. 23.

Rollins Bcstg. Inc., Wilmington, Del. (WGEE Indianapolis, Ind., WBEE Chicago, Ill., KATZ St. Louis, Mo., WNJR Newark, N. J.; WRAP Norfolk, Va., WPTZ (TV) Plattsburgh, N. Y., WAMS Wilmington, Del., and **WJWL Georgetown, Del.)**—Seeks acquisition of positive control by **O. Wayne Rollins** whose ownership would be increased from 50 to 66⅔% through company redemption of 250 shares from **John W. Rollins** for $500,000. Announced Sept. 19.

WKKO Cocoa, Fla.—Seeks assignment of license from **Brevard Bcstrs. Inc.** to **John B. Cook Jr.** for $160,000. Mr. Cook is in livestock and farm machinery. Announced Sept. 22.

WINN Louisville, Ky.—Seeks transfer of control of **WINN Inc.** parent of licensee **(Ky. Bcstg. Corp.)** from **Emil J. Arnold, Robert E. Wasdon, Jack Siegel** and **Glen A. Harmon** to **WBC Inc.** for $210,000 to Mr. Arnold, $20,750 apiece to Mr. Wasdon and Mr. Siegel, and $15,000 to Mr. Harmon. Mr. Harmon will own 45% of purchaser. Among other owners are (each 20%) **Oldham Clarke**, attorney, and **French L. Eason**, sales manager, **H-R Reps.** Announced Sept. 23.

WHOT Campbell and **WRED (FM) Youngstown**, both **Ohio**—Seeks assignment of license from **Myron Jones** to **WHOT Inc.** Corporate change. No control change. Announced Sept. 22.

WBLF Bellefonte, Pa.—Seeks assignment of cp from **Cary H. Simpson**, tr/as **Bellefonte Bcstg. Co.** to **Bellefonte Bcstg. Co.** Corporate change. No control change. Announced Sept. 19.

WHBG Harrisonburg, Va.—Seeks assignment of license from **Valley Bcstrs. Inc.** to **Radio Harrisonburg Inc. (Mr.** and **Mrs. Jeffrey A. Abel** and **Mr.** and **Mrs. Charles E. Dilion**, equal owners) for $80,000. Mr. Abel is tv director, **Henry J. Kaufman & Assoc.**, advertising agency. Mr. Dillon owns 10.5% of **WOL-AM-FM Washington** and 14.6% of **WDOV Dover, Del.** Announced Sept. 19.

KWLK Longview, Wash.—Seeks transfer of control of licensee **(Triad Bcstg. Corp.)** from **Merton Gland** and **Donald K. McBride** to **William E. Boeing Jr.** for $12,000. Mr. Boeing will thus increase ownership from one-third to 100%. Announced Sept. 18.

Hearing Cases

FINAL DECISIONS

By order, Commission adopted an Aug. 5 initial decision and granted application of **Austin Radio Co.** for new am station to operate on 970 kc, 1 kw D, DA in **Austin, Tex.** Announced Sept. 24.

By order, Commission adopted May 20 initial decision and granted application of **The Albany Bcstg. Corp.** for new am station to operate on 990 kc, 250 w D in **Albany, Ore.** Announced Sept. 24.

INITIAL DECISIONS

Hearing Examiner Jay A. Kyle issued initial decision looking toward granting application of **Annapolis Bcstg. Corp.** for new Class B fm station to operate on 107.9 mc in **Annapolis, Md.** Announced Sept. 24.

Hearing Examiner Millard F. French issued initial decision looking toward granting application of **Birch Bay Bcstg. Co.** for new am station to operate on 550 kc, 500 w D in **Blaine, Wash.** Announced Sept. 23.

Hearing Examiner H. Gifford Irion issued initial decision looking toward (1) granting petition of **Anaheim-Fullerton Bcstg. Co.**, to dismiss without prejudice its application for new am station to operate on 1190 kc, 1 kw unl., DA, in **Anaheim-Fullerton, Calif.**, and (2) granting application of **Radio Orange County Inc.**, for similar facilities in Anaheim. Announced Sept. 22.

OTHER ACTIONS

By memorandum opinion and order, Commission directed **WOV Bcstg. Corp. (WOV), New York, N. Y.**, to within 10 days specify precisely what facts noted in Commission's May 7 decision it claims are inaccurate and state those facts which WOV proposes to prove are correct; directed its Broadcast Bureau and **WGLI Inc., Babylon, N. Y.**, to file comments within 5 days after WOV filing after which Commission will give further consideration to WOV's basic petition for reconsideration of May 7 decision granting application of WGLI Inc., for new am station (WGLI) to operate on 1290 kc, 1 kw DA-1 unl., in **Babylon** (village), **N. Y.** Comr. Cross not participating. Announced Sept. 24.

By memorandum opinion and order, Commission (1) denied petition by **Radio Indianapolis Inc. (WXLW), Indianapolis, Ind.**, for review of

NATION-WIDE NEGOTIATIONS • FINANCING • APPRAISALS

RADIO • TELEVISION • NEWSPAPER

W. R. (Ike) Twining

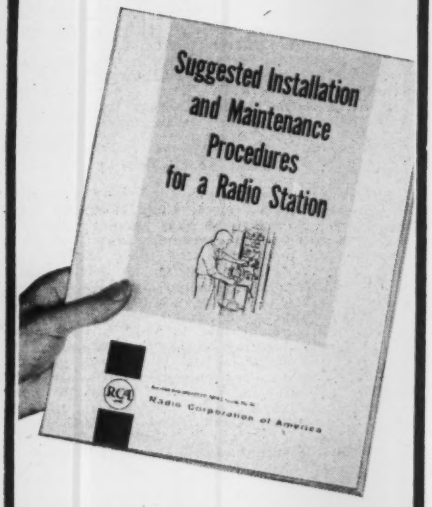
W. R. (Ike) Twining and Ray V. Hamilton will be attending the NAB meeting at the Mark Hopkins Hotel in San Francisco. See them for the sale or purchase of radio and television properties. They would enjoy a visit with you.

Ray V. Hamilton

HAMILTON, STUBBLEFIELD, TWINING & ASSOCIATES

Washington, D. C.	Cleveland	Chicago	Dallas	San Francisco
Wm. T. Stubblefield	Jackson B. (Jack) Maurer	Ray V. Hamilton	DeWitt (Judge) Landis	W. R. (Ike) Twining
1737 DeSales St., N.W.	2414 Terminal Tower	Tribune Tower	Fidelity Union Life Bldg.	111 Sutter St.
EX 3-3456	TO 1-6727	DE 7-2754	RI 8-1175	EX 2-5671

Planning a Radio Station?



This valuable planning guide will help you realize a greater return on your equipment investment. Installation and maintenance procedures, outlined in this new brochure, will show you how to get long equipment life and top performance for your station.

For your free copy of this brochure, write to RCA, Dept. KE-22, Building 15-1, Camden, N. J. *In Canada:* RCA VICTOR Company Limited, Montreal.

RADIO CORPORATION of AMERICA

RCA Tmk(s)®

hearing examiner's refusal to enlarge issues in proceeding on am applications of **Hirsch Bcstg. Co. (KFVS), Cape Girardeau, Mo.**, and **The Firmin Co., Vincennes, Ind.**, and (2) added new issue to determine whether applicant, The Firmin Co., is financially qualified. Announced Sept. 24.

By memorandum opinion and order, Commission denied petition by **Crawfordsville Bcstrs. Inc.**, to reopen record and amend its application in proceeding involving its application and that of J. E. Willis for new am stations to operate on 1410 kc, 1 kw D, in **Crawfordsville** and **Lafayette, Ind.**, respectively. Initial decision of Mar. 19 proposed grant to Willis and denial to Crawfordsville. Announced Sept. 24.

By memorandum opinion and order in proceeding on am applications of **Capitol Bcstg. Co., East Lansing, Mich.**, and **W. A. Pomeroy** and **Roger S. Underhill** (WIOS), both **Tawas City-East Tawas, Mich.**, and latter's application to assign cp to **Water Wonderland Bcstg. Co.**, Commission (1) reserved ruling on those portions of petition by **WGN Inc.** (WGN), **Chicago, Ill.**, intervenor, which seeks revocation of Underhill cp and dismissed as moot that portion seeking designation of assignment application for hearing; (2) denied those portions of WGN petition seeking enlargement of issues to determine whether Underhill application for extension of construction time misrepresented or failed to disclose material facts to Commission, and whether Capitol intends to operate as a Lansing or East Lansing station; (3) granted that portion of WGN petition for enlargement of issues to determine whether Underhill application was filed in good faith, and reopened the record and designated additional issues relating to Underhill and Capitol applications, and (4) on Commission's own motion designated additional issues relating to Pomeroy application. Announced Sept. 24.

Commission en banc, by Comrs. Hyde (acting chairman) Bartley, Lee, Craven and Cross, on Sept. 17, ordered that initial decision which looked toward grant of application of **Austin Radio Co.** for new am station to operate on 970 kc, 1 kw DA, D, in **Austin, Tex.**, which would have become effective Sept. 25, pursuant to Sec. 1.153 of the rules, shall not become final pending further review by Commission. Announced Sept. 19.

By order, Commission extended for 30 days, from Sept. 29, the time for filing reply comments in clear channel proceeding. Action was taken on basis of requests for such extension.

By letter, Commission granted waiver of Sec. 3.651 and request of **Intermountain Bcstg.** and **Television Corp. (KTVT), Salt Lake City**, for 90-day temporary authorization to utilize aur. trans. of its station to transmit stereophonic sound broadcasts in conjunction with stations **KDYL-AM-FM Salt Lake City.** Comr. Ford dissented. Announced Sept. 24.

By memorandum opinion and order, Commission denied joint protest and petition for reconsideration and dismissed joint petition for stay filed by **KIDO Inc.** (KIDO-TV) and **Boise Valley Bcstrs. Inc** (KBOI-TV), both **Boise, Idaho**, directed against July 24 grant of application of **Radio Boise Inc.**, for mod. of cp of **KCIX-TV Nampa, Idaho**, to change from three bay to two bay ant., reduce ERP from vis. 12.6 kw, aur. 6.3 kw, to vis. 8.36 kw, aur. 4.18 kw and make other related changes. Announced Sept. 24.

Venice-Nokomis Bcstg. Co., Venice, Fla.; Gulf Coast Bcstg. Co., Sarasota, Fla.; WGMA Melody Music Inc., Hollywood, Fla.—Designated for consolidated hearing applications of Venice-Nokomis and Gulf Coast for new am stations to operate on 1320 kc, 500 w D; and WGMA to increase power from 1 kw to 5 kw, continuing operation on 1320 kc D; made **WQXT Palm Beach**, party to proceeding. Announced Sept. 24.

Johnston Bcstg. Co., Pensacola, Fla.—Designated for hearing application for new am station to operate on 610 kc, 500 w D; made **WCKR Miami**, party to proceeding. Announced Sept. 24.

Routine Roundup

FCC announces that following dates will constitute composite week for preparation of program log analyses in connection with renewal applications of all am, fm and tv broadcast stations whose licenses expire in 1959. Attention is directed to fact that date for Sunday is in year 1957, whereas, all other dates are in year 1958.

Monday, Jan. 20, 1958; Tuesday, Mar. 18, 1958; Wednesday, April 9, 1958; Thursday, May 15, 1958; Friday, July 25, 1958; Saturday, Sept. 13, 1958; Sunday, Nov. 17, 1957.

Attention of licensees is also directed to Sec. IV, page 3, Item 10, of renewal application which permits submission of any additional program data that applicant desires to call to Commission's attention, if, in applicant's opinion, statistics based on composite week do not adequately reflect the program service rendered.

Adopted: Sept. 17, 1958.

KE2XNY Radio Corp. of America, Camden, Marlton and Union Mills, N. J.—Granted renewal of experimental tv station license; without prejudice to such action as Commission may deem warranted as result of its final determinations (1) with respect to conclusions and recommendations set forth in report of network study staff; (2) with respect to related studies and inquiries now being considered or conducted by Commission, and (3) with respect to pending anti-trust matters relating to NBC and RCA. Announced Sept. 24.

WXYZ-AM-FM-TV Detroit, Mich.—Granted renewal of licenses; without prejudice to such action as Commission may deem warranted as result of its final determinations (1) with respect to conclusions and recommendations set forth in report of network study staff, and (2) with respect to related studies and inquiries now being considered or conducted by Commission. Announced Sept. 24.

PETITION FOR RULE MAKING FILED

Joint Council on Educational Television, New York, N. Y.—Requests reservation of ch. 12 at **Wilmington, Del.**, for educational use. Announced Sept. 19.

ACTIONS ON MOTIONS

Commission on Sept. 22 granted petition by **American Bcstg.-Paramount Theatres Inc.**, for extension of time from Sept. 15 to Sept. 26 to file opposition to petitions of **Fayetteville Bcstrs. Inc.**, for rehearing and stay of Aug. 5 report and order assigning ch. 8 to **Greensboro-High Point-Winston-Salem, N. C.**; extended time to Oct. 3 for filing replies to oppositions.

Commission on Sept. 23 granted in part requests for further corrections of transcript in matter of study of radio and television network broadcasting by **American Bcstg. Co.** and **KTTV Inc.**, and granted request of **Stations Representatives Assn.** for additional corrections.

By Commissioner John S. Cross on dates shown

Granted motion by **Williamsport Radio Bcstg. Associates Inc.** (WARC), **Milton, Pa.**, to correct record in re its applications. Action Sept. 22.

Granted petition by Broadcast Bureau for extension of time to Sept. 30 to file exceptions to initial decision re applications of **Jefferson Radio Co., Irondale** and **The Bessemer Bcstg. Co.** (WBCO), **Bessemer**, both **Alabama.** Action Sept. 23.

By Chief Hearing Examiner James D. Cunningham on September 18

Scheduled hearings for Nov. 17 on application of **Blue Island Community Bcstg. Co.**, for new fm station in **Blue Island, Ill.**; re applications of **Wabash Valley Bcstg. Corp.** (WTHI-TV, ch. 10), **Terre Haute, Ind.**, for renewal of license, and **Livesay Bcstg. Co.**, for new tv station to operate on ch. 10 in Terra Haute.

By Hearing Examiner Charles J. Frederick on September 22

Denied motion by **Mountain State Bcstg. Co., Middleport-Pomeroy, Ohio**, to enlarge issues in proceeding involving its am application and that of **Radio Mid-Pom Inc., Middleport-Pomeroy.**

By Hearing Examiner Thomas H. Donahue on September 22

On own motion, scheduled prehearing conference for Sept. 25, looking toward reopening record in proceeding on am applications of **Denbigh Bcstg. Co., Denbigh** and **Virginia Beach Bcstg. Corp.** (WBOF), **Virginia Beach, Va.**, to hear issue designated by Commission's order of Sept. 3.

By Hearing Examiner Herbert Sharfman on September 22

Granted motion by **Pacific Bcstrs.** (KUDE), **Oceanside, Calif.**, for extension of time for exchange of exhibits from Sept. 22 to Sept. 29, in proceeding involving its am application and that of **L & B Bcstg. Co., Hemet, Calif.**

By Commissioner John S. Cross on dates shown

Granted motion by **Wyoming Radio Inc.**, to substitute it as party in proceeding on am application of **Ottaway Stations Inc.** (WDOS), **Oneonta, N. Y.**, in lieu of **Radio Anthracite Inc.** Action Sept. 18.

Granted petition by Broadcast Bureau for extension of time to Sept. 26 to file exceptions to initial decision issued in proceeding on am applications of **Northside Bcstg. Co.** and **Southeastern Indiana Bcstrs. Inc., Jeffersonville, Ind.** Action Sept. 18.

Granted petition by Broadcast Bureau for extension of time to Sept. 23 to file responsive pleadings to protestants' petition to clarify issue (5) or in alternative to amend issue (5), and to delete issues 1 through 4 in proceeding on application of **The Spartan Radiocasting Co.** (WSPA-TV), **Spartanburg, S. C.** Action Sept. 19.

By Chief Hearing Examiner James D. Cunningham on September 18

Scheduled hearings on dates shown in following am proceedings: **Wicomico Bcstg. Co.** (WICO), **Salisbury, Md.**, on Nov. 13; **Kankakee Daily Journal Co.** (WKAN), **Kankakee, Ill.**, and **William F. Huffman Radio Inc.** (WFHR), **Wisconsin Rapids, Wis.**, on Nov. 20, and **Shelby County Bcstg. Co.**, and **Rounsaville of Cincinnati Inc.** (WCIN), **Cincinnati, Ohio**, on Nov. 21.

By Hearing Examiner Jay A. Kyle on September 19

Rescheduled for Oct. 31 hearing now set for Oct. 14 in re application of **South Kentucky Bcstrs.** (WRUS), **Russellville, Ky.**

PROFESSIONAL CARDS

JANSKY & BAILEY INC.
Executive Offices
1735 DeSales St., N. W. ME. 8-5411
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. FEderal 3-4800
Member AFCCE

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 7-1205
Member AFCCE

—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J. PIlgrim 6-3000
Laboratories, Great Notch, N. J.
Member AFCCE

GEORGE C. DAVIS
CONSULTING ENGINEERS
RADIO & TELEVISION
501-514 Munsey Bldg. STerling 3-0111
Washington 4, D. C.
Member AFCCE

Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 7-1319
WASHINGTON, D. C.
P. O. BOX 7037 JACKSON 5302
KANSAS CITY, MO.
Member AFCCE

A. D. RING & ASSOCIATES
30 Years' Experience in Radio Engineering
Pennsylvania Bldg. Republic 7-2347
WASHINGTON 4, D. C.
Member AFCCE

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
1052 Warner Bldg. National 8-7757
Washington 4, D. C.
Member AFCCE

Lohnes & Culver
MUNSEY BUILDING DISTRICT 7-8215
WASHINGTON 4, D. C.
Member AFCCE

RUSSELL P. MAY
711 14th St., N. W. Sheraton Bldg.
Washington 5, D. C. REpublic 7-3984
Member AFCCE

L. H. CARR & ASSOCIATES
Consulting
Radio & Television
Engineers
Washington 6, D. C. Fort Evans
1000 Conn. Ave. Leesburg, Va.
Member AFCCE

KEAR & KENNEDY
1302 18th St., N. W. Hudson 3-9000
WASHINGTON 6, D. C.
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING ENGINEERS
INWOOD POST OFFICE
DALLAS 9, TEXAS
LAKESIDE 8-6108
Member AFCCE

GUY C. HUTCHESON
P. O. Box 32 CRestview 4-8721
1100 W. Abram
ARLINGTON, TEXAS

SILLIMAN, MOFFET & ROHRER
1405 G St., N. W.
Republic 7-6646
Washington 5, D. C.
Member AFCCE

LYNNE C. SMEBY
CONSULTING ENGINEER AM-FM-TV
7615 LYNN DRIVE
WASHINGTON 15, D. C.
OLiver 2-8520

GEO. P. ADAIR ENG. CO.
Consulting Engineers
Radio-Television
Communications-Electronics
1610 Eye St., N.W., Washington, D. C.
Executive 3-1230 Executive 3-5851
Member AFCCE

WALTER F. KEAN
CONSULTING RADIO ENGINEERS
Associates
George M. Sklom, Robert A. Jones
1 Riverside Road—Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

WILLIAM E. BENNS, JR.
Consulting Radio Engineer
3802 Military Rd., N. W., Wash., D. C.
Phone EMerson 2-8071
Box 2468, Birmingham, Ala.
Phone STate 7-2601
Member AFCCE

HAMMETT & EDISON
CONSULTING RADIO ENGINEERS
BOX 68, INTERNATIONAL AIRPORT
SAN FRANCISCO 28, CALIFORNIA
DIAMOND 2-5208

JOHN B. HEFFELFINGER
8401 Cherry St. Hiland 4-7010
KANSAS CITY, MISSOURI

Vandivere & Cohen
Consulting Electronic Engineers
610 Evans Bldg. NA. 8-2698
1420 New York Ave., N. W.
Washington 5, D. C.
Member AFCCE

CARL E. SMITH
CONSULTING RADIO ENGINEERS
8200 Snowville Road
Brecksville, Ohio
(a Cleveland Suburb)
Tel.: JAckson 6-4386 P.O. Box 82
Member AFCCE

J. G. ROUNTREE, JR.
5622 Dyer Street
EMerson 3-3266
Dallas 6, Texas

VIR N. JAMES
SPECIALTY
Directional Antennas
1316 S. Kearney Skyline 6-1603
Denver 22, Colorado

JOHN H. MULLANEY
Consulting Radio Engineers
2000 P St., N. W.
Washington 6, D. C.
Columbia 5-4666

A. E. TOWNE ASSOCS., INC.
TELEVISION and RADIO
ENGINEERING CONSULTANTS
420 Taylor St.
San Francisco 2, Calif.
PR. 5-3100

RALPH J. BITZER, Consulting Engineer
Suite 298, Arcade Bldg., St. Louis 1, Mo.
Garfield 1-4954
"For Results in Broadcast Engineering"
AM-FM-TV
Allocations • Applications
Petitions • Licensing Field Service

PETE JOHNSON
Consulting am-fm-tv **Engineers**
Applications—Field Engineering
Suite 601 Kanawha Hotel Bldg.
Charleston, W. Va. Dickens 2-6281

SERVICE DIRECTORY

MERL SAXON
Consulting Radio Engineer
622 Hoskins Street
Lufkin, Texas
NEptune 4-4242 NEptune 4-9558

SPOT YOUR FIRM'S NAME HERE,
To Be Seen by 79,497* Readers
—among them, the decision-making station owners and managers, chief engineers and technicians—applicants for am, fm, tv and facsimile facilities.
*ARB Continuing Readership Study

COMMERCIAL RADIO MONITORING COMPANY
PRECISION FREQUENCY MEASUREMENTS
A FULL TIME SERVICE FOR AM-FM-TV
P. O. Box 7037 Kansas City, Mo.
Phone Jackson 3-5302

CAPITOL RADIO ENGINEERING INSTITUTE
Accredited Technical Institute Curricula
3224 16th St., N.W., Wash. 10, D. C.
Practical Broadcast, TV Electronics engineering home study and residence courses. Write For Free Catalog, specify course.

CAMBRIDGE CRYSTALS
PRECISION FREQUENCY MEASURING SERVICE
SPECIALISTS FOR AM-FM-TV
445 Concord Ave., Cambridge 38, Mass.
Phone Trowbridge 6-2800

Contact
BROADCASTING MAGAZINE
1735 DeSales St., N. W.
Washington 6, D. C.
for availabilities

By Hearing Examiner Basil P. Cooper on September 18

Granted petition by **St. Anthony Television Corp.**, for leave to amend its application for new tv station to operate on ch. 11 in **Houma, La.**, to reflect stock agreement, etc.

By Hearing Examiner Charles J. Frederick on September 22

Scheduled prehearing conference for Oct. 17 in re applications of **Columbia River Bcstrs.** and **L. Berenice Brownlow, St. Helens, Ore.**

By Hearing Examiner Isadore A. Honig on September 19

On own motion, scheduled prehearing conference for Oct. 8 re application of **KWEW Inc.** (KWEW), **Hobbs, N. M.**

By Hearing Examiner Millard F. French on September 22

Scheduled prehearing conference for Oct. 3 re am applications of **The Henderson County Bcstg. Co.** (KBUD), **Athens,** and **University Advertising Co., Highland Park,** both **Texas.**

By Chief Hearing Examiner James D. Cunningham on September 15

Scheduled hearings in following proceedings on dates shown: application of Jane A. Roberts (KCFI), Cedar Falls, Iowa, for station license; am applications of KWEW Inc. (KWEW), Hobbs, N. M., on Nov. 10; Standard Bcstg. Corp., and Clifford C. Harris, Oswego, N. Y., South County Bcstg. Co., Wickford, R. I., on Nov. 12; M & M Bcstg. Co. (WMBV-TV), Marinette, Wis., on Nov. 14.

By Hearing Examiner Jay A. Kyle on September 17

Ordered that exchange of exhibits in affirmative case will be on Oct. 20, further prehearing conference on Nov. 5, and the formal hearing is continued from Sept. 29 to Dec. 2 in proceeding on applications of **Electronic Music Co.**, and **WSBC Bcstg. Co.**, for new fm stations in **Chicago, Ill.**

By Hearing Examiner Herbert Sharfman on September 18

Scheduled prehearing conference for Oct. 15 on application of **Jane A. Roberts** (KCFI), **Cedar Falls, Iowa,** for station license.

By Hearing Examiner Thomas H. Donahue on dates shown:

Continued prehearing conference from Sept. 23 to Oct. 1 in proceeding on am applications of **The KBR Stations Inc., Keene,** and **Kenneth E. Shaw, Newport,** both **N. H.** Action Sept. 16.

Scheduled prehearing conference for Sept. 26 in **Eugene, Ore.**, tv ch. 9 proceeding (**Northwest Video,** et al.). Action Sept. 17.

On own motion, scheduled hearing for Oct. 13 in proceeding on am applications of **Nick J. Chaconas, Gaithersburg, Md.**, et al. Action Sept. 18.

By Hearing Examiner Isadore Honig on September 17

Scheduled prehearing conference for Oct. 1, at 2 p.m., on application of **Westminster Bcstg. Co.** (WCME), **Brunswick, Me.**

SUMMARY OF STATUS OF AM, FM, TV

Compiled by BROADCASTING through Sept. 24

	ON AIR Lic.	ON AIR Cps	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,251	38	106	550
FM	679	29	111	69
Tv (Commercial)	431[1]	80[2]	114	108

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through Sept. 24

	VHF	UHF	TOTAL
COMMERCIAL	426	85	511[3]
NON-COMMERCIAL	27	8	33[4]

COMMERCIAL STATION BOXSCORE

As reported by FCC through Aug. 31

	AM	FM	TV
LICENSED (all on air)	3,251	534	429[1]
CPs ON AIR (new stations)	30	24	77[2]
CPs NOT ON AIR (new stations)	95	86	113
TOTAL AUTHORIZED STATIONS	3,376	644	667
APPLICATIONS FOR NEW STATIONS (not in hearing)	424	43	48
APPLICATIONS FOR NEW STATIONS (in hearing)	107	30	58
TOTAL APPLICATIONS FOR NEW STATIONS	531	73	106
APPLICATIONS FOR MAJOR CHANGES (not in hearing)	359	26	39
APPLICATIONS FOR MAJOR CHANGES (in hearing)	41	0	16
TOTAL APPLICATIONS FOR MAJOR CHANGES	400	26	55
LICENSES DELETED	0	1	0
CPs DELETED	0	0	0

[1] There are, in addition, nine tv stations which are no longer on the air, but retain their licenses.
[2] There are, in addition, 38 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.
[3] There have been, in addition, 177 television cps granted, but now deleted (33 vhf and 144 uhf).
[4] There has been, in addition, one uhf educational tv station granted but now deleted.

BROADCAST ACTIONS

by Broadcast Bureau

Approved specifications submitted by **Central South Sales Co.**, (KATV), **Pine Bluff, Ark.**, for change of station location from Pine Bluff to **Little Rock, Ark.**, and change studio location to **Union Life Bldg.**, Third and Center Streets, Little Rock, Ark., pursuant to report and order in effect Sept. 2.

Actions of September 19

WCLT-AM-FM Newark, Ohio—Granted assignment of licenses to **WCLT Radio Inc.**

WSBB New Smyrna Beach, Fla.—Granted cp to change ant.-trans. and studio location.

WCRW Chicago, Ill.—Granted cp to install new ant. (increase height) and ground system.

KXRX San Jose, Calif.—Granted cp to install new type trans.

WKWK-FM Wheeling, W. Va.—Granted cp to decrease ERP to 10 kw.

KCUR-FM Kansas City, Mo.—Granted cp to install new type ant.; ERP 360 w.

WFTC Kinston, N. C.—Granted cp to install new type trans. as an aux. trans. at present location of main trans.

KUTE (FM) Glendale, Calif.—Granted cp to increase ERP to 82 kw, install new type ant. decrease ant. height to 620 ft., and install new type trans.; condition.

WHOS-FM Decatur, Ala.—Granted mod. of cp to change type ant., decrease ERP to 7 kw, ant. height to 30 ft.; remote control permitted.

WMNM Lafayette, Tenn.—Granted mod. of cp change type trans.

KUIN Grants Pass, Ore.—Granted mod. of cp to relocate tower on present property (no change in address) and make changes in ground system.

Following were granted extensions of completion dates as shown: KPIP (FM) Riverside, Calif. to 3-1-59; KBAY-FM San Francisco, Calif. to 3-8-59; KGB-FM San Diego, Calif. to 1-8-59 and WFAA-FM Dallas, Tex. to 3-23-59.

WAML Laurel, Miss.—Granted change of remote control authority.

Actions of September 18

KADA—Ada, Okla.—Granted involuntary transfer of control from **Billy T. Hoover** and **Anderson Brown Morris,** co-administrators of estate of **C. C. Morris,** deceased, to **Billy T. Hoover** and **Anderson Brown Morris,** co-executors of estate of **Stella Katherine Morris,** deceased.

KWSH Wewoka, Okla.—Granted involuntary transfer of control from **Billy T. Hoover** and **Anderson Brown Morris,** co-administrators of estate of **C. C. Morris,** deceased, to **Billy T. Hoover** and **Anderson Brown Morris,** co-executors of estate of **Stella Katherine Morris,** deceased.

WATG-AM-FM KD-7001 Radio Ashland, Inc. Ashland, Ohio—Granted transfer of control from Charles D. Calhoun to Charles D. Calhoun, Lewis C. Roche and Charles Winick.

WIVY Jacksonville, Fla.—Granted assignment of license to **WIVY Inc.**

WLAK Lakeland, Fla.—Granted assignment of license to **Florida Central Bcstg. Co.**

WSGN Birmingham, Ala.—Granted cp to install new type trans. as aux. trans. at present main trans. site.

WNNJ Newton, N. J.—Granted cp to install new type trans. as aux. trans. at present main trans site.

KLEA Lovington, N. M.—Granted cp to install new type trans. as aux. trans. at present main trans. site.

WBEE Harvey, Ill.—Granted cp to install new type trans. as aux. trans. at present main trans. site.

KENS-TV San Antonio, Tex.—Granted cp to maintain visual and aural trans. and ant., as aux. facilities at old main trans. site.

WRMT Rocky Mount, N. C.—Granted mod. of cp to change type trans.

WMTL Leitchfield, Ky.—Granted mod. of cp to change type trans.

KDMA Montevideo, Minn.—Granted mod. of cp to change type trans. conditions.

KZOL Muleshoe, Tex.—Granted authority to sign-off at 4 p.m., CST, from 9-15 to 10-31; economic reasons.

Actions of September 17

WTJS Jackson, Tenn.—Granted license covering increase daytime power and installation new trans.; remote control permitted.

KHPL-TV Hayes Center, Neb.—Granted cp to

continued on page 107

THE
AMPEX 351
WITH
ALL NEW ELECTRONICS
SEE YOUR AMPEX DEALER

AMPEX CORPORATION
professional products division
854 Charter Street
Redwood City
California

HOWARD E. STARK
BROKER AND FINANCIAL CONSULTANT
RADIO AND TELEVISION STATIONS
50 EAST 58TH STREET
NEW YORK 22, N.Y.
ELDORADO 5-0495
ALL INQUIRIES CONFIDENTIAL

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

- **DEADLINE: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.**
- **SITUATIONS WANTED 20¢ per word—*$2.00 minimum* • HELP WANTED 25¢ per word—*$2.00 minimum.***
- **All other classifications 30¢ per word—*$4.00 minimum.* • DISPLAY ads $20.00 per inch.**
- **No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.**

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

Announcer for new Key West independent. Married man, first phone preferred, not essential. Also manager-engineer-announcer-salesman and announcer-salesman for new Belzoni, Mississippi station. Top engineer-announcer Canton, Mississippi. Send tape, photo, resume—R. E. Hook, Aliceville, Alabama.

Management

Proven successful sales producer to join multi-station group operating Gulf States area in medium markets. Box 785F, BROADCASTING.

Manager for radio station Alice, Texas, at good salary. This is an opportunity for a good salesman with some radio station experience to earn up to $10,000 a year and manage a full-time station in a one-station market in Alice, Texas, a town of 22,000, thirty-two miles from Corpus Christi. In its coverage area this station has a half million people. It has always made money and done well. You will receive guaranteed salary, a car allowance, plus a bonus override on the station's gross sales. Pleasant and low cost living conditions. Other benefits. No age limit, no travel, immediate employment. Give full details first letter. KOPY Radio Station, P. O. Box 731, Alice, Texas. Phone: Mohawk 4-4324.

Successful manager to buy 25% of and manage 1 kw daytime station. Telephone or write W. H. Martin, Lakeland, Fla. Phone 2-4011, P. O. Box 1222.

Sales

Opportunity radio salesman. Salary plus commission. Good market. ABC Texas station. Box 846F, BROADCASTING.

Commercial manager—For independent metropolitan market. Also aggressive salesman. Box 903F, BROADCASTING.

Sales-southwest daytimer needs experienced man who can make a permanent place for himself on our staff. Experience required but will consider capable beginner. $100 a week guarantee to the right man. Box 919F, BROADCASTING.

Sales position open with part-time air work. Good salary plus commission. Permanent position 250 watt daytimer in rich farm area near metropolitan area. Box 122G, BROADCASTING.

Radio salesmen. $100.00 weekly plus commission. Progressive music and news station; leading market. Replies confidential. Box 138G, BROADCASTING.

Western Kentucky station has immediate openings for announcer-salesman with emphasis on sales. Maturity and integrity a must. We'll pay you well and afford opportunity for advancement. Box 142G, BROADCASTING.

KBUD, Athens, Texas seeking salesman with substantial small market experience including announcing. Salary $4,800.00 plus bonus.

Combination salesman and announcer to train for station management. Personal interview required. Contact Bill Vogel, KLOV, Loveland, Colorado.

Need two salesmen for solid CBS station in Rapid City, South Dakota. Excellent opportunity for right men. Rush resume to Bill Turner, KOTA, Rapid City, South Dakota.

Small market Arkansas station needs salesmanager, good area. Some experience in sales desired. Apply KTML, Marked Tree, Arkansas.

Opportunity for successful salesman to advance to sales manager and higher in 8-station radio-tv group. Due to promotion we have opening for sales manager at leading Wilmington, Delaware, Station WAMS. Rush background, photo and record of billing to Tim Crow, Rollins Broadcasting, 414 French Street, Wilmington Delaware.

New York-Newark excellent opportunity for man with outstanding radio sales record to earn well into 5 figure income. Salary plus commission. Good prospects for promotion to even bigger job. In chain of 8 radio-tv stations. Send photo and history of billings and earnings to Hal Walton, WNJR, Newark, N. J.

Salesman: Handle local and regional accounts. New station: announcer needed. Call Max Blakemore, VE 72151—Murphy, N.C.

RADIO

Help Wanted—(Cont'd)

Sales

Opportunity with growing media brokerage firm for hard working men of good character, willing and able to work on commission and travel. Paul H. Chapman Company, 1182 West Peachtree, Atlanta.

Announcers

Florida. Need experienced personality pop dj. Above average salary. Promotion minded station. Send tape, background. Box 750E, BROADCASTING.

DJ wanted who can hold adult female audience mid-morning, afternoon. Music policy based on variety: new, old, hi fi albums, some rock and roll. Full details Box 775F, BROADCASTING.

Opportunity for married staff announcer. Send resume. ABN Network. Texas. Box 845F, BROADCASTING.

Negro programmed radio station-metropolitan northern market, one of the nation's outstanding negro operations desires negro announcer, not just a disc jockey, we want an outstanding air salesman with experience only, strong air salesman apply with background, experience and tape at once. Box 911F, BROADCASTING.

Wanted! Three announcers looking for a top caliber operation. New kilowatt North Carolina coastal station. Boating and resort area! New, modern, air conditioned building! Send tape and resume. Box 965F, BROADCASTING.

Announcer-first phone by leading station eastern seaboard. Excellent working conditions. Top salary for right man. Permanent job, good future. Box 974F, BROADCASTING.

Wanted: Announcer, holding first class license. No maintenance, permanent position, 40-hour week with benefits, $400 monthly plus additional income for sales minded. Send tape and full particulars. Box 991F, BROADCASTING.

Top, fast-paced Carolina station seeks announcer from this area who is ready to move into bigger market. Send tape and resume. Personal interview later if you have potential. Salary commensurate with ability. Box 992F, BROADCASTING.

Play-by-play and staff announcer, with experience for Pennsylvania full time station. Must be able to do a good disc show and play-by-play baseball, football and basketball and numerous sport shows with ideas for more. Salary before deductions in the hundred dollar bracket depending upon ability and experience, including the play-by-play. Send tape, references with first letter. Box 104G, BROADCASTING.

Morning man with experience to handle morning show and staff work, but no news for northwestern Pennsylvania station. 40-hour week . . . no split shifts. Salary commensurate with experience and ability. Send tape and references and full background. All tapes will be promptly returned. Box 105G, BROADCASTING.

Newsman for small market Pennsylvania independent. Must have ability to develop feature stories as well as straight news. Prefer man with announcing ability. Also prefer married man. Send resume of your background, samples of stories and recent photo along with your salary requirements. Box 132G, BROADCASTING.

North central Illinois station needs experienced announcer strong on local news. Five day week. Pleasant surroundings. Permanent. Box 146G, BROADCASTING.

Free lance man to sell and announce nightly pop deejay show over 5,000 watt am. Very productive market. For permanence and excellent commission, write Harold Gann, Radio KARM, 7535 No. Van Ness, Fresno, California.

Needed immediately: Production man, experienced announcer able to write and record good production copy. Salary dependent on ability. Send complete information and tape to Walt Lawson, Radio Station KHEM, Big Spring, Texas.

Announcer-engineer needed by southwest daytimer in very fine, progressive town. Pay scale $100 per week and up, depending on ability and experience. No beginners, please. Bill Bigley, KVMA, Magnolia, Arkansas.

RADIO

Help Wanted—(Cont'd)

Announcers

Wanted, man who likes radio. Need man who can gather and deliver local news, run board, etc. Experience secondary to capabilities. Contact Bill Corrick, Manager, KVRH, Salida, Colorado.

Wanted—Good announcer with 1st phone for chief engineer-routine maintenance. Contact Fred Temple, WDSR, Lake City, Florida.

Rare opportunity for good music announcer. We are looking for someone who knows classical music to announce on one of the country's foremost good music stations. Please send resume to Director of Programming, WGMS, Washington 4, D. C.

Central Florida kilowatt has immediate opening for experienced announcer with first phone. Send tape and letter to WLBE, Leesburg-Eustis, Florida.

Announcer, 1st phone. Morning shift for mid-Michigan daytimer. Music and news. Write resume with salary requirements and send tape to WOAP, Owosso, Michigan.

Looking for a bright future with an 8-station radio-tv chain? Openings immediately for 2 top-flight experienced announcers. Need dj or newsman for number one music and news station, Wilmington, Del. Also morning man with first ticket for Indianapolis. Rush background, salary and audition tape to Tim Crow, Rollins Broadcasting, 414 French St., Wilmington, Del.

Technical

Engineer—Leading eastern independent needs man thoroughly experienced in maintenance of broadcast equipment. Must also do a minimum of air work. This is excellent opportunity for young, ambitious man to become chief: Station is expanding and expects to build new studios within two years. Salary commensurate with ability. Must have audition tape, resume and recent photo. Box 742F, BROADCASTING.

Chief engineer wanted. Good, old fashioned kind that's lousy announcer but excellent technician. Devote full time to technical. First job supervise installation 5 kw transmitter. Long established station midwest. Rush details Box 899F, BROADCASTING.

First class engineer. Will accept man with light experience if he has ability to learn and desire to advance. Box 120G, BROADCASTING.

Wanted, combination first class engineer and announcer 5000 watt independent station, full time. Reply direct, including work history and audition tape to Box 298, Greenville, South Carolina.

Wonderful opportunity for a good combo man who is a good engineer with first class ticket, who has a good voice who would like to move into tv. Make a good living with a permanent job, then send resume, pic and tape to Chief Engineer, KCKT-KGLD, Great Bend, Kansas. No drunks or drifters.

Chief engineer. Emphasis on engineering, but able to handle some staff announcing, and/or do some play-by-play. 250 single station, college community. KHAS-Radio, Hastings, Nebraska.

Assistant to chief engineer wanted. Young man with first phone desiring concentrated training. Prior experience not absolutely necessary. Contact Bob McConnell, Technical Supervisor, WMIX, Mt. Vernon, Illinois.

Engineer for 1,000 watter immediately. Experienced or beginner. Call or write Art Gunewald, WMNF, Richwood, West Virginia.

Production-Programming, Others

News director. Must be able to take full charge of department, with heavy news schedule; be thoroughly experienced in local reporting, have an authoritative style and able to direct other news personnel. Leading, north central regional, in major market. Salary and working conditions above average. Will only consider applicants with successful background in similar position. Reply in detail, giving past experience, salary expected, and attach small photo, which will not be returned. Confidential. Box 515F, BROADCASTING.

RADIO

Help Wanted—(Cont'd)

Production-Programming, Others

Unusual opportunity for experienced, alert young man, strong on direct mail copy, to grow with expanding Washington, D. C., trade publication. Good starting salary. Send full details, including age and sample of work if possible. Box 121G, BROADCASTING.

Central California radio station KSBW has immediate opening for traffic-continuity-announcing. Need man with diversified copy writing experience and knowledge of radio traffic for number one station in area. Submit complete information, including sample copy for various types of accounts, photograph, and tape at 7½ rpm to KSBW-Radio, P. O. Box 1651, Department D, Salinas, California.

Newsman. Radio and television, capable leg and airman with small market station experience, who can gather, write, and air news; journalism education background preferred; married; veteran; stable and dependable with good references; one who wants a permanent berth in a news department which has twice received national recognition. Scale starts at $85 for 40 hours. Salary commensurate with experience and ability. Write or phone W. P. Williamson, WKBN, Youngstown, Ohio, Sterling 2-1145.

Immediate opening for radio-tv newsman. Camera familiarity, news writing and development required. Air presentation ability preferred. Address News Director, WOC-am-fm-tv, Davenport, Iowa, including snapshot, resume, tape and requirements.

RADIO

Situations Wanted

Young man, college, 26, married, successful sales in non-related field seeks first job in radio. Has first phone. Limited announcing experience. Box 143G, BROADCASTING.

Beginners luck. Want to learn radio or tv business. B.S. communications, AFRTS experience. Will travel. Box 144G, BROADCASTING.

The BIG MONEY goes to

F.C.C. LICENSED MEN

F.C.C. License — the Key to Better Jobs

An F.C.C. *commercial* (not amateur) license is your ticket to higher pay and more interesting employment. This license is Federal Government evidence of your qualifications in electronics. Employers are eager to hire *licensed* technicians.

Grantham Training Prepares You

Grantham School of Electronics *specializes* in preparing students to pass FCC examinations. We train you quickly and well. All courses begin with basic fundamentals—NO previous training required. A beginner may qualify for his first class FCC license in as little as 12 weeks.

Learn by Mail or in Residence

The Grantham F.C.C. License Course in Communications Electronics is available by correspondence or in resident classes. You may enroll for either type course at any of the three Grantham Schools — at Washington, Hollywood, or Seattle.

Write for Free Booklet

For our free booklet giving complete details concerning our F.C.C. license training, write to the Grantham School nearest you and ask for Booklet 89-R.

WASHINGTON D. C.	Grantham School of Electronics 821-19th Street, N. W. Washington 6, D. C.
HOLLYWOOD CALIF.	Grantham School of Electronics 1505 N. Western Avenue Hollywood 27, California
SEATTLE WASH.	Grantham School of Electronics 408 Marion Street Seattle, Washington

RADIO

Situations Wanted—(Cont'd)

Management

Highest industry sales records. Twenty years general operation management. Seeking opportunity for revenue expansion. Box 839F, BROADCASTING.

Well over $200,000 in local billing! Desire advancement to commercial manager after top experience and billing! Young, settled, and know how to work. Prefer southern location. Available to suit your needs. Best references. Box 921F, BROADCASTING.

Trained, 20 years experience every phase of radio station work from dj to management. Excellent record and reputation. Interested in managing or leasing small Arkansas, Missouri or Texas station. Write Box 101G, BROADCASTING.

Strong sales producer, experienced programming, public relations, promotion, business management. Now managing, small market. Want step up. Box 141G, BROADCASTING.

Sales

Go-getter, experienced, seeking good potential. Prefer deal including air work. Can run own board. All around man—what you're looking for. Box 664F, BROADCASTING.

Time salesman—nearby N. Y. station 2½ years —age 28. Desires opportunity N. Y. station or rep. Will relocate east. Box 135G, BROADCASTING.

Announcers

Sports announcer football, basketball, baseball. Seven years experience. Finest references. Box 620F, BROADCASTING.

Personality-dj strong commercials, gimmicks, etc., run own board. Steady, eager to please. Go anywhere. Box 665F, BROADCASTING.

Girl dj-announcer. Go anywhere. Ready now. Run own board. Can sell too. Steady, no bad habits. Love to build audiences and grab accounts. Tape and resume. Box 666F, BROADCASTING.

Negro dee jay, good board man, fast patter, smooth production. I'm the one you're looking for. Tape and resume. Box 667F, BROADCASTING.

New England only. DJ-announcer, 6 years experience, some news; married; family; college grad; age 28; excellent references. Highest ratings. Minimum $95. Box 901F, BROADCASTING.

Sports station: Top sports man. News and staff. Married, college, references. Box 915F, BROADCASTING.

Versatile newscaster, sports and staff. Eight years, college graduate, married. Box 916F, BROADCASTING.

Announcer—Strong news, commercial, sports record shows. Write well all copy. Operate board. Will sell. College grad. Married, family. Creative, capable, reliable. Box 923F, BROADCASTING.

Experienced newsman/deejay. First phone. Prefer news editorship in medium market, but will consider other phases. $100. Box 980F, BROADCASTING.

Professional announcer, seeking larger market, permanent position, 7 years experience. Box 983F, BROADCASTING.

Intelligent deejay available. College graduate, single, veteran, experienced. $100 week. Box 984F, BROADCASTING.

Good announcer available, two weeks notice. Indiana, Ohio, northern Kentucky area. Box 986F, BROADCASTING.

DJ, first phone, news, one year experience music, news station. Ambitious, will travel, currently employed. Box 988F, BROADCASTING.

Experienced announcer-director, television and radio. Desires position in larger eastern market. Call Erie, PA 6-4336 or write Box 989F, BROADCASTING.

Young experienced announcer looking for step up. Strong play-by-play all sports, dj, news. Box 994F, BROADCASTING.

Experienced announcer, morning and afternoon man, married, dj, newsman, salesman. Operates own board. Young, and draft exempt. Box 995F, BROADCASTING.

Ambitious, capable announcer, experienced major phases radio tv 8 years. Employed. No floater. Desire position with good potential. Require $150 weekly. Box 996F, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Announcers

Negro deejay-staff, excellent ability, all phases. No accent. Box 999F, BROADCASTING.

Sports, news, special events. Ten years experience all phases radio. Best references, available October 1st. Box 102G, BROADCASTING.

Announcer, first phone, no maintenance, authoritative newscast, friendly commercials, dj. Box 110G, BROADCASTING.

Announcer, presently employed, would like to move onward and upward. Box 113G, BROADCASTING.

Announcer-dj; experienced. Ready for larger market. Music, news, commercials. Box 116G, BROADCASTING.

Personality-dj. Strong commercials, gimmicks. Operate board. Steady, reliable, cooperative. Box 117G, BROADCASTING.

DJ-"Have tape will travel". Currently working for southern station, has no regional accent, 1½ years experience, married, announcing school grad. Prefer mid-west territory. Box 125G, BROADCASTING.

Western dj-staff announcer. 2nd phone—no experience, eligible 1st. Pathfinder grad. Box 131G, BROADCASTING.

DJ-announcer, beginner, anxious to get started, know music from rock to Bach, best with teenage audience, college grad, family, tapes available. Box 134G, BROADCASTING.

Gal dj. Young New Yorker, experienced, college, excellent elocution, bronze complexion, very attractive. Box 136G, BROADCASTING.

Young, ambitious dj, one year experience plus four months association with McLendon chain is looking for small or medium market in southern Indiana or Kentucky. However, will travel for right price. Box 137G, BROADCASTING.

Top-rated dj-program director desires return to large metropolitan eastern market over 100,000. Ten years experience. My product professional. All sports play-by-play grade A. Box 147G, BROADCASTING.

Nationally known radio and tv personality seeks opportunity of permanent nature to begin association as performer and work into sales and management, with a share in the benefits of future station growth. 25 year background includes some sales and station management. Box 148G, BROADCASTING.

Versatile southern mike-man: 5½ years experience, 28, college. Capable air salesman, run tight board. Intelligent, stable, sober, accept responsibility. Direct programming, production, promotion or traffic. Ex-reporter small daily, copy chief 10 kw. Top references. In or near Georgia. Box 149G, BROADCASTING.

Experienced sportscaster, newsman, salesman, announcer. Call DeSoto, Cresview 5-8592. 1801 Coldwater Canyon, Beverly Hills, California. Relocate.

M.S.U. graduate. 2 years commercial experience. Strong on music and news. Wants to relocate in or near Michigan. Available now. Call or write Charles Frey, 532 Oak, Niles, Michigan. MUtual 3-5432.

Zany deejay, fast ad-lib, original material, 4 years radio, 2 years television kiddies show. Writer publisher five gag books for deejays. Also handle news, other staff chores. Married. Only established stations with congenial working conditions considered. Morris, Box 797, Ventura, California.

DJ 10 years experience desires radio or radio-tv. Various dialects for clever disc show also ventriloquist. Contact Chuck Olson, KSO, Des Moines, Iowa. Available immediately.

Good staff announcers with first ticket (8). Also staff announcers without ticket. Pathfinder School of Radio and Television, 510—16th Street, Oakland, California.

Look here. Ten years experience all phases, announcing, copywriting, board operation, program direction-production, promotion, traffic, servicing, metropolitan market preferred. Excellent references. Available now. Charles Read, 1768 East McMillan, Cincinnati, Ohio.

Announcer-chief engineer. Four years experience all phases, prefer Storz type operation. Want to move up. Family man, 29. Call: Jack Teiken, Garden 3-3687, Mason City, Iowa.

RADIO

Situations Wanted—(Cont'd)

Technical

First phone, 4 months experience. 19 years old. Dependable. Available immediately. Prefer Wisconsin. Box 908F, BROADCASTING.

Engineer network experience wants relocation within 170 mile radius of Washington, D. C. Box 993F, BROADCASTING.

Chief engineer, 20 years am-fm chief. Experienced, conscientious. First phone. Prefer stable station southern California or southwest. No announcing. Resume. Box 998F, BROADCASTING.

Electrical engineer graduate, first class license, 6 years experience radio and television, desires job as chief engineer or maintenance man. Location North or South Carolina. Box 108G, BROADCASTING.

Attention San Francisco Bay area and west coast. AM kilowatt chief engineer desires permanent relocation bay area or coast. Experience all phases radio and recording, including stereo. Single, 25, also interested industries serving broadcasters. Available usual notice. Box 114G, BROADCASTING.

Engineer wants good job in am or tv, some tv transmitter experience. Prefer south-west or west coast. Jeff Rice, Y.M.C.A., Quincy, Illinois.

Production-Programming, Others

Employed play-by-play sports director desires change. Excellent references. Box 920F, BROADCASTING.

Writer—male—5½ years broadcasting, production and copywriting. Have resume, samples and letters. Box 987F, BROADCASTING.

I like small markets. They like me. DJ in major midwest market with J school degree seeks pd or manager job. Nine years before and behind mike. Complete info plus tape on request. Box 109G, BROADCASTING.

Girl traffic-copywriter, single, car, 6 years at same station. Box 128G, BROADCASTING.

Sports director-salesman. 15 years professional-scholastic play-by-play, etc. Prefer college setup with heavy schedule—solid family man. Professional references. Jack Toepp, Cadillac, Michigan, Prospect 5-7863.

TELEVISION

Help Wanted

Sales

California small market 3 network vhf station (KSBY-TV) needs local sales manager with proven record. Salary-draw, against commission; also override, car expenses, major medical plan, and profit participation. Must be permanent and fit into town of 20,000. Also need capable, experienced tv salesman for KSBW-TV Salinas. Send complete details, references, sales record, and photograph to John Cohan, KSBW-TV, P.O. Box 1651, Salinas, California.

Experienced salesman, ample base pay plus commission, with expanding organization. Send background, sales record and photo to Ray Carow, WALB-TV, Albany, Ga.

Announcers

WOOD, WOOD-TV, Grand Rapids, Michigan, wants experienced personality announcer to work radio and tv. Send tape with dj work, commercials and news. Resume and picture to John Shaw.

TV staff announcer must have authoritative voice and neat appearance for all types of on-camera work including commercials and news. Car necessary. CBS, full power vhf. For details call Dwight Wheeler, WWTV, Cadillac, Michigan. Prospect 5-3478.

Technical

Two good first class engineers who can do maintenance have a year or two experience in tv. Want to improve themselves. Should be familiar with control room techniques. Good salary for good men. If you are good, then send resume to Chief Engineer, KCKT-KGLD, Great Bend, Kansas.

Offer permanent good climate and reasonable salary to chief engineer of combined radio and television operation. Fringe benefits and opportunity to progress for conscientious and dependable worker. Manager, KSWS-TV, Roswell, New Mexico.

Wanted: Man with first class license to work in television. No phone calls. Please send snap shot and references. WINK-TV, Fort Myers, Florida.

TELEVISION

Help Wanted—(Cont'd)

Production-Programming, Others

Announcers, directors, and copywriters. New full power vhf south has openings for experienced people with references. Box 982F, BROADCASTING.

TELEVISION

Situations Wanted

Management

Sales management—Reorganization: Beat your toughest radio or tv competitor by installing a proven practical sales procedure that guarantees results. Eliminate hit or miss practices, excuses and inefficiency that's costing you money. Investigate this entirely new sales approach acclaimed by recognized industry authorities as certain to secure positive results. Brochure, details. No obligation. Box 123G, BROADCASTING.

Sales

Aggressive, personable young man desires change. Presently account man with NBC-TV affiliate. Relocate any area for real opportunity. Top references. For resume, write Box 139G, BROADCASTING.

Announcers

Bingo at home producer-emcee. Six months experience. Versatile. Box 914F, BROADCASTING.

Announcer, writer. TV, film, radio experience. News, sports, commercials. Versatile. Box 119G, BROADCASTING.

Announcer—Five years experience in radio. Would like to relocate in tv. Write Box 124G, BROADCASTING.

Technical

TV broadcast technician. First phone. TV workshop courses in studio operations and maintenance. 3 months experience. 25, vet, single. Box 962F, BROADCASTING.

1st phone, car, radio-television technician. No previous station experience. Industrious, studious, mature, married. Box 112G, BROADCASTING.

Engineer experienced, ten years radio and television including uhf, vhf—RCA broadcast field service representative, and television chief. Available for engineering position. Box 126G, BROADCASTING.

Production-Programming, Others

TV cameraman, presently employed, with one year experience. Professional experience in film and theatre. B.S. degree Northwestern University. Veteran. 26 years old. Hard worker with references to prove it. Want opportunities of larger station and creative live programming. Goal: Producing-directing-performing. Box 805F, BROADCASTING.

News director: Now heading metropolitan tv-radio newsroom. Consistently ahead on major regional, national news. Top references; authoritative airwork. Box 948F, BROADCASTING.

Sports director: Currently with major tv net in sports. Formerly radio play-by-play and staff. Desire location as sports director. Will handle administrative and programming assignments. College, veteran, single, 29. Commercially employed since 1949. Available station interview within month. Box 997F, BROADCASTING.

NBC-CBS director-writer-announcer, tv and radio. Top shows. Also newscaster-dj-combo. Engineering background qualifies as director-switcher. Family man. Desire responsible position top independent or network station. Box 106G, BROADCASTING.

Writer-producer-coordinator. New York tv experience. Dependable. Cooperative. Versatile. Box 118G, BROADCASTING.

Energetic young man graduate SRT, N. Y. C. Desires chance at directing or managing in local station. Qualified also to double in brass in film, studio and control operations. Ambitious, dependable, top references, willing to travel. Box 127G, BROADCASTING.

Promotion manager of top rated radio station in 6 station market, 5000 watt, NBC affiliate, desires similar position in large tv operation. 29, married, college graduate. Box 133G, BROADCASTING.

Reporter-newscaster, mature professional, results not excuses. Heavy on local news. Sober, hard worker. Also write commercial copy, shoot and process tv photos. Box 145G, BROADCASTING.

FOR SALE

Stations

Southwest California full-timer, ideal climate, no smog, $85,000 down, balance over 10 years. Includes beautiful building, valuable land, and new equipment. Number one in audience, netting in excess of $2,500.00 per month to absentee owners who desire to concentrate on another property. No brokers please. Box 103G, BROADCASTING.

500 watt daytime independent, college town, midwest, new equipment, includes real estate with new residence, $85,000, 29% down. Box 140G, BROADCASTING.

500 watt money maker, northeast; in growth area; $345,000. Box 150G, BROADCASTING.

Florida small market stations (3), prices ranging from $50,000 to $75,000, terms. Monopoly market station, $175,000 with $52,000 down payment. Chapman Company, 1182 West Peachtree, Atlanta.

Norman & Norman, Inc., 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handled with care and discretion. Experienced. Former radio and television owners and operators.

Northwest medium markets (2), $150,000, $165,000, terms; small market, $90,000, 29% down. Chapman Company, 33 West Micheltorena, Santa Barbara, California.

Write now for our free bulletin of oustanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 6381 Hollywood Blvd., Los Angeles, Calif.

Upper south small market stations (4), prices $59,000 to $145,000, some with terms; medium market, $190,000 with $50,000 down payment. Chapman Company, 1182 West Peachtree, Atlanta.

California southern market kilowatt big potential $46,400.00 down. Wilt Gunzendorfer and Associates, 8630 W. Olympic, Los Angeles.

Rocky Mountain television station, large market, $1,350,000. Chapman Company, 1182 West Peachtree, Atlanta.

West Texas single market. Profits over $2,200 monthly. Only $75,000 with 24% down and up to 15 years on payout. Patt McDonald, Box 9322, Austin, Texas. GL 3-8080.

Equipment

Complete Federal 193-A 10 kw fm air cooled transmitter with transmitter console. Good condition. Low price. Send for complete description. Box 927F, BROADCASTING.

Practically new 1958 Volkswagen mobile studio, complete with 30 watt fm transmitter and receiver, TT, console, air cooler, now in use. 1800 actual miles on unit. Priced to sell at $3,500. Contact Box 960F, BROADCASTING.

Two Presto 10-B turntables complete with custom cabinets and Western Electric, 9-A head and equalizers, $100.00 each. One Rekokut RDK 16 two speed recording table with RCA 72C standard 33⅓ and 78 RPM inside out cutting lathe equipped with a Presto 1-D cutter with good cabinet less amplifier $100.00. KRHD, Duncan, Okla.

Two Gates CB-11 turntable chassis good condition, sell as package or separately. Contact W. C. Moss, KSEY, Seymour, Texas.

De-icers for GE and Collins fm antennas. De-icer replacement parts and service. Dick Evans, WBSM, New Bedford, Mass.

Austin tower lighting transformer. Also 50-watt and .1 watt Raytheon microwaves. WCBC-TV, Anderson, Indiana.

Kohler Electric power plant model 3.5RM61, 3.5 kilowatt, 110 and 220 V.A.C. Complete with batteries for starting. Used 7 hours. Reasonable. WXXX-Radio. Box 1492, Hattiesburg, Mississippi. Phone JU-2-2591.

3 Magnecorders PT6 with amplifier, good condition, Light and Life Hour, Winona Lake, Indiana.

Limiter-amplifier, unused; Collins 356-E; Daven output "Tee" control; instructions. $135.00 fob. Continental Research, Box 7800, Washington, D. C.

FM transmitters. New, FCC approved. Immediate availability. Contact Industrial Transmitters and Antennas, 235 Fairfield Avenue, Upper Darby, Pa., Flanders 2-0355.

Television monitors. The most widely accepted in broadcasting and industrial applications. Delivered under several trade names. Tilted front plug-in construction. 8"—$195.00, 14"—$215.00, 17"—$219.00, 21"—$259.00. Miratel, Inc., 1080 Dionne St., St. Paul, Minn.

4 Crown recorders, low hours, good condition. Light and Life Hour, Winona Lake, Indiana.

WANTED TO BUY

Stations

Responsible party wants to lease, with option to buy a radio station in Ark., La., Ala., Miss., Tenn., or Missouri. Small market station with pop 5,000 to 10,000. Party presently general manager of 1,000 watt station in southwest. All response to this ad held in strict confidence. Box 860F, BROADCASTING.

Radio station wanted in city of 50,000 to 350,000. Fast action. Confidential. No brokers. Principals only. Write Box 981F, BROADCASTING.

Moneymaking manager has modest down payment on part or all good potential station or cp. Box 115G, BROADCASTING.

Want am station in Carolinas or Virginia. Prefer 25-35 thousand dollar price range in small market. Box 129G, BROADCASTING.

Equipment

Exciter unit minus power supply from Federal fm transmitter. Box 774F, BROADCASTING.

RCA type BQ-1A fine groove turntable. Must be in excellent condition. Box 990F, BROADCASTING.

FM, STL microwave link in the 950 mc band. Address Chief Engineer, P. O. Box 1928, Springfield, Mass.

Wanted 200 ft. self-supporting tower for STL. Beecher Hayford, WESH-TV, Daytona Beach, Florida.

MISCELLANEOUS

Factual shorts, oddities, biographies, etc., to give your dj programs a lift—tested and proved in the nation's number 2 market. Information and samples on request. Box 100G, BROADCASTING.

Bingo Time U.S.A. printers of personalized bingo game sheets for radio and television programs. P.O. Box 1871, Hollywood 28, California.

INSTRUCTIONS

F.C.C. first phone preparation by correspondence or in residence classes. Our schools are located in Washington, Hollywood, and Seattle. For details, write: Grantham School, Desk 2, 821—19th Street, N. W., Washington, D. C.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Phone FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting October 29, January 7, 1959 and March 4, 1959. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

RADIO

Help Wanted

Sales

UNUSUAL MAN
FOR AN UNUSUALLY SATISFYING SALES OPPORTUNITY

Executive type salesman needed immediately for a GOOD MUSIC operation in one of the nation's top ten markets. Knowledge and appreciation of GOOD MUSIC, plus a **successful advertising sales background** in a metropolitan market essential. This is an opportunity to join an already established AM-FM GOOD MUSIC operation with high acceptance in its market. Frankly, the man we want does not come a "dime a dozen". However, the man we select will have every opportunity to earn a five figure income, plus the satisfaction of working with one of the top stations in the country in the GOOD MUSIC field. Send complete resume and photo to

BOX 985F, BROADCASTING

SALES ENGINEERS

Leading manufacturer offers outstanding opportunity in Broadcast Equipment Sales. Immediate openings in Florida and the Northwest.
Position demands aggressive sales-minded individual with technical background and willingness to travel. Salary plus commission offers top pay to top producer.
Write Box 111G, BROADCASTING.

RADIO

Help Wanted—(Cont'd)

Sales

WANTED

Hard-hitting retail salesman who knows New York area. No agency list to start. Salary and incentives according to individual. Big future for man willing to work. Send resume, snapshot to Stephen B. Labunski, WMCA Radio, 415 Madison Avenue, New York 17, New York.

Announcers

ANNOUNCER WANTED . . .

At station where profit sharing is now in effect and stock ownership for employees is being worked out. We want top experienced voices for major market tv or regional radio. Send tape, references, background to

MANAGER
KVOS-TV
BELLINGHAM, WASHINGTON

Production-Programming, Others

CENTRAL CALIFORNIA RADIO STATION KSBW

Has immediate opening for traffic-continuity-announcing. Need man with diversified copy writing experience and knowledge of radio traffic for number one station in area. Submit complete information, including sample copy for various types of accounts, photograph, and tape at 7½ rpm to KSBW-Radio, P. O. Box 1651, Department D, Salinas, California.

RADIO

Situations Wanted

Sales

Our organization will sell local spots on your station at card rates in a 13 week promotion campaign titled
"Buy At Home—It Pays"
Highest references from important station owners. 15 years experience.
Box 130G, BROADCASTING.

TELEVISION

Help Wanted

Announcers

LARGE, metropolitan Radio-TV News Department looking for experienced TV news personality. Must have good appearance, seasoned delivery, and documented news background. The right salary for the right man.
Box 917F, BROADCASTING

TELEVISION

Help Wanted—(Cont'd)

Sales

California Small Market
3 Network VHF Station
KSBY-TV

Needs local sales manager with proven record. Salary-draw, against commission; also override, car expenses, major medical plan, and profit participation. Must be permanent and fit into town of 20,000. Also need capable, experienced tv salesman for KSBW-TV Salinas. Send complete details, references, sales record, and photograph to John Cohan, KSBW-TV, P.O. Box 1651, Salinas, California.

Personnel Services

BROADCASTING OPPORTUNITIES
Announcers with minimum three years recent experience, and audition tapes (7½ IPS) to demonstrate style, can be relocated to good markets. Send detailed letters with tapes. Include return postage.
HENRY SCHAPPER AGENCY
Personnel for the Communication Arts
15 East 40th Street, New York 16, N. Y.
Murray Hill 3-8626
PAUL BARON
Director for Radio-TV-Film, Advertising

INSTRUCTIONS

Want a TV or Radio Job?
as announcer, writer, producer?
The National Academy of Broadcasting
3338 16th St. N.W.
Washington, D. C.
Trains and places men and women in
TOP JOBS
New term starts Sept. 29. Send for folder and list of positions available.
Call DEcatur 2-5580

FOR SALE

Stations

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS—ESTABLISHED 1946
NEGOTIATIONS MANAGEMENT
APPRAISALS FINANCING
HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

WANTED TO BUY

WANTED
COLOR CARTOONS
Comedies
Interest & Travel
Shorts
For U.K. Theatre Dist.

British Newsreels Ltd.
147 Wardour St., London, W. 1.

WANTED TO BUY

Stations

FINANCIALLY RESPONSIBLE GROUP

With good management available, is interested in acquiring additional radio stations. No brokers involved. Response will be treated confidential.

Box 107G, BROADCASTING.

WANTED TO BUY LEASE OR MANAGE STATIONS

PAY OUT BASIS

STRONG SALES & PUBLIC RELATIONS EXECUTIVE, PROMOTIONAL BACKGROUND,

with STAFF, former Owner Radio Station in the East and Executive Manager UFH Station—is now available. You will find our arrangements equitable, mutually profitable. Confidential.

Emanuel Lazarus Stone
Planning & Public Relations
3220 Hudson Blvd., Jersey City 6, New Jersey
Telephone Swarthmore 5-0201

Dollar

for

Dollar

you can't

beat a

classified ad

in getting

top-flight

personnel

FOR THE RECORD

change ERP to visual 100 kw, aur. to 50 kw and change type of trans.; ant. height 710 ft.

Following were granted extensions of completion dates as shown: KENS-TV San Antonio, Tex. to 1-15-59 (main trans. & ant.); KRBB El Dorado, Ark. to 11-15.

Actions of September 15

KKIS Pittsburg, Calif.—Granted license covering increase in power, installation new trans. and change to DA-2.

WFTG London, Ky.—Granted license covering installation of new trans.

KATO Reno, Nev.—Granted license covering change of ant.-trans. location and changes in ground system.

WFHR Wisconsin Rapids, Wis.—Granted license covering installation of new trans.

KSFE Needles, Calif.—Granted license covering installation of new trans.

KVII (TV) Amarillo, Tex.—Waived Sect. 1.355(b) of rules and granted cp to change ERP vis. to 316 kw, aur. to 158 kw, install new trans. and make minor equipment changes.

By report and order, Commission finalized rule making and amended its tv table of assignments by adding ch. 12 to **Pembina, N. D.**, which had no assignment; condition regarding radiation toward **Canada**. Announced Sept. 24.

NARBA Notifications

CANADIAN

Notification Under The Provisions of Part III, Section 2 of the North American Regional Broadcasting Agreement

List of changes, proposed changes, and corrections in assignments of Canadian broadcast stations modifying appendix containing assignments of Canadian broadcast stations attached to the recommendations of the North American regional broadcasting agreement engineering meeting.

680 Kc

CJOB Winnipeg, Manitoba—5 kw D, 2.5 kw N, DA-N, unl. Class II. N in O on new frequency.

800 Kc

CJAD Montreal, P. Q.—10 kw, DA-1, unl. Class II. N in O with revised pattern.

CHAB Moose Jaw, Saskatchewan—10 kw D, 5 kw N, DA-N, unl. Class II. N in O with increased daytime power.

850 Kc

CKVL Verdun, P. Q.—50 kw D, 10 kw N, DA-2, unl. Class II. N in O with increased daytime power.

910 Kc

CJDV Drumheller, Alta.—1 kw, DA-1, unl. Class III. Assignment of call letters.

1050 Kc

CHUM Toronto, Ontario—5 kw D, 2.5 kw N, DA-1, unl. Class II. N in O with increased daytime power.

1090 Kc

New Lethbridge, Alta.—5 kw, DA-2, unl. Class II, EIO 8-20-59.

1230 Kc

CFKL Schefferville, P. Q.—0.25 kw, ND, unl. Class IV. Assign. of call letters. N in O.

1300 Kc

CJRH Richmond Hill, Ont.—0.5 kw, ND, D. Class III. N in O.

1340 Kc

CJOB Winnipeg, Manitoba—0.25 kw, ND, D. Class IV. Delete assign—vide 680 Kc.

1450 Kc

CFJR Brockville, Ontario—1 kw D, 0.25 kw N, ND, unl. Class IV. EIO 8-20-59, (PO 1450 kc, 0.25 kw ND).

1470 Kc

CHOW Welland-Port Colborne, Ontario—0.5 kw, DA, D. Class III. N in O.

License Renewals

Following stations were granted renewal of license:

WAMM Flint, Mich.; WATG Ashland, Ohio; WATG-FM Ashland, Ohio; WBLY (main and aux.), Springfield, Ohio; WBRN Big Rapids, Mich.; WCAR Detroit, Mich.; WCLT Newark, Ohio; WCLT-FM Newark, Ohio; WCOL (main and aux.), Columbus, Ohio; WCOL-FM Columbus, Ohio; WDOK-FM Cleveland, Ohio; WFYC Alma, Mich.; WHIO (main and aux.), Dayton, Ohio; WJR-AM-FM Detroit, Mich.; WKNX Saginaw, Mich.; WMAB Munising, Mich.; WPKO Waverly, Ohio; WSRW Hillsboro, Ohio; WTAC Flint, Mich.; WTOL Toledo, Ohio; WTRU Muskegon, Mich.; WTRX-AM-FM Bellaire, Ohio; WTVN (main and aux.), Columbus, Ohio; WMZK (FM) Detroit, Mich.; WJIM-TV (main and aux. and ant.), KD-3360, KQH-98, KQJ-51 Lansing, Mich.; WTVS (TV-Ed.), KC-9629, KQG-70 Detroit, Mich.; WSRS-AM-FM Cleveland Heights, Ohio; WHOK Lancaster, Ohio; WRFD Worthington, Ohio; WGOV Valdosta, Ga.; WCPM Cumberland, Ky.; KWEM Memphis, Tenn.

UPCOMING

September

Sept. 29-30: RAB, regional management conference, Princeton Inn, Princeton, N. J.

October

Oct. 1-2: NAB Tv Code Review Board, Clift Hotel, San Francisco.
Oct. 2: Advertising Research Foundation, fourth annual conference, Waldorf-Astoria Hotel, New York City.
Oct. 3-4: North Dakota Assn. of Broadcasters, Bismarck.
Oct. 3-4: North Dakota AP Broadcasters Assn., annual meeting, Bismarck.
Oct. 3-5: AWRT, national board meeting, Waldorf-Astoria Hotel, New York City.
Oct. 5-6: Texas Assn. of Broadcasters, fall conference, Texas Hotel, Fort Worth.
Oct. 5-7: Central Canada Broadcasters Assn., Alpine Inn, Ste. Marguerite, Que.
Oct. 5-7: Advertising Federation of America, seventh district convention, Whitley Hotel, Montgomery, Ala.
Oct. 7: UPI Broadcasters of Connecticut, fall meeting, U.S. Submarine Base and Electric Boat Div., General Dynamics Corp., Groton.
Oct. 8-10: IRE, Canadian convention, Exhibition Park, Toronto.
Oct. 8: Connecticut AP Broadcasters Assn., annual meeting, Waverly Inn, Cheshire.
Oct. 9-10: AAAA, central region's annual meeting, Drake Hotel, Chicago.
Oct. 9-10: North Carolina Assn. of Broadcasters, Sedgefield Inn, Greensboro.
Oct. 10-11: Alabama Assn. of Broadcasters, Stafford Hotel, Tuscaloosa.
Oct. 10-11: Mutual Advertising Agency Network, fourth-quarterly business meeting-workshop, Bismarck Hotel, Chicago.
Oct. 10-11: Nebraska AP Radio-TV Assn., annual meeting, Lincoln.
Oct. 10-12: AWRT, Heart of America conference, Muehlebach Hotel, Kansas City, Mo.
Oct. 11: UPI Broadcasters of Michigan, Hotel Olds, Lansing.
Oct. 11-12: Missouri AP Broadcasters Assn., annual meeting, Jefferson City.
Oct. 12-15: AAAA, western region's annual meeting, El Mirador, Palm Springs, Calif.
Oct. 13: New York AP Broadcasters Assn. annual meeting, Sheraton-Ten Eyck Hotel, Albany.
Oct. 13: Virginia AP Broadcasters Assn., annual meeting, Hotel Roanoke, Roanoke.
Oct. 13-15: National Electronics Conference, Hotel Sherman, Chicago.
Oct. 13-15: Kentucky Broadcasters Assn., fall meeting, Chesmotel Lodge, Hopkinsville.
Oct. 14-17: National Assn. of Educational Broadcasters, annual convention, Sheraton-Fontenelle Hotel, Omaha, Neb.
Oct. 15: Massachusetts Assn. of Broadcasters, University Club, Boston.
Oct. 15-19: Radio Television News Directors Assn., annual convention, Sheraton-Blackstone Hotel, Chicago.
Oct. 16-18: Missouri Broadcasters Assn., St. Louis.
Oct. 19-21: Inland Daily Press Assn., annual meeting, Drake Hotel, Chicago.
Oct. 20-24: Society of Motion Picture & Television Engineers, 84th semi-annual convention, Sheraton-Cadillac Hotel, Detroit, Mich.
Oct. 21-22: Illinois Broadcasters Assn., fall meeting, Inman Hotel, Champaign.
Oct. 22-24: NBC Radio and Television affiliates annual meeting, Plaza Hotel, New York.
Oct. 23-24: Audit Bureau of Circulation, 44th annual meeting, Drake Hotel, Chicago.
Oct. 25: UPI Broadcasters of Indiana, fall meeting, Van Orman Northcrest Hotel, Fort Wayne.
Oct. 25-26: AWRT, Pennsylvania conference, Erie.
Oct. 27-28: AAAA, eastern region's annual meeting, Biltmore Hotel, New York City.
Oct. 28-29: Central Canada Broadcasters Assn., Westbury Hotel, Toronto, Ont.
Oct. 29-30: CBS Radio Affiliates Assn., annual convention, Waldorf-Astoria Hotel, New York City.

November

Nov. 5: AAAA, east-central region's annual meeting, Commodore Perry, Toledo, Ohio.
Nov. 9-12: Assn. of National Advertisers fall meeting, The Homestead, Hot Springs, Va.
Nov. 13-14: Tennessee Assn. of Broadcasters, Knoxville.
Nov. 13-15: Missouri Assn. of Broadcasters, Chase Hotel, St. Louis.
Nov. 14: Oregon Broadcasters Assn., fall meeting, Hotel Marion, Salem.
Nov. 15-16: AWRT, Indiana conference, Indianapolis.
Nov. 16-19: Broadcasters' Promotion Assn., third annual convention, Chase Hotel, St. Louis.
Nov. 19: Television Bureau of Advertising, board of directors meeting, Waldorf-Astoria Hotel, New York City.

NAB FALL CONFERENCES

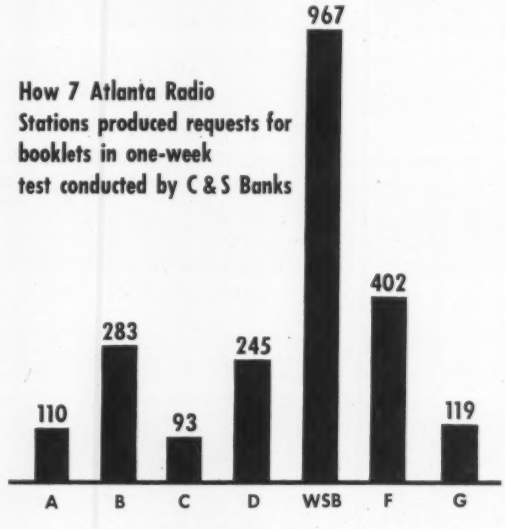
Sept. 29-30, Mark Hopkins Hotel, San Francisco.
Oct. 13-14, Schroeder Hotel, Milwaukee.
Oct. 16-17, Radisson Hotel, Minneapolis.
Oct. 20-21, Somerset Hotel, Boston.
Oct. 27-28, Statler Hilton Hotel, Washington, D.C.

in Atlanta nothing gets RESULTS like the WSB radio service

Results of a recent "test run" by the Citizens & Southern Banks of Atlanta are revealing. A scenic booklet was offered listeners of 7 Atlanta radio stations.

WSB Radio accounted for 43.5% of the total 7-station response. This was 2½ times the return of the second station. WSB scored more requests per commercial minute —6 times as many as the second station. WSB's cost-per-request was the most economical—68% less than that on the second station.

Here again is proof that it pays advertisers to go first class in Atlanta. Certainly *your advertising* belongs on WSB Radio.



Analysis of Performance

	A	B	C	D	WSB	F	G
Total number requests	110	283	93	245	**967**	402	119
Number commercial min. used	16	42	20	20	11	30	24
Requests per commercial min.	6.9	6.7	4.6	12.2	**87.9**	13.4	4.9
Cost per request	1.15	.44	1.08	.65	.14	.45	2.10

WSB radio

50,000-watt WSB is affiliated with The Atlanta Journal and Constitution. NBC affiliate. Represented by Edw. Petry & Co.

from **ALAN ROBERTS,** *marketing research director, Western Adv., Chicago*

Use tv as a rifle, not a shotgun, to do business with the farm market

Television today is a half-awakened giant in the cornfield . . . yawning and stretching and wondering whether it can successfully sell Farmer Schultz of RFD, Turkeytown, Minnesota. This giant needs reassurance, guidance, and especially encouragement to persevere in programming towards farmers, and in selling advertisers on the opportunities created.

Its enthusiasts may be surprised that there is any question tv can sell farmers today. Of course it can! Like other consumers, farmers watch tv entertainment programming, both network and local. They respond to tv's cigarette, auto, and toothpaste advertising.

But we are on a different topic here. This is the strictly agricultural market. It is not small town, nor rural nonfarm. Small towner and farmer may have similar entertainment tastes and consumer purchasing patterns, but the farmer also buys in the capacity of producer. The non-farmer is zero market for combines, spreaders, hog feed and mastitis remedies.

Our area of analysis is thus narrowly defined: the farmer in the role of purchasing agent for his agricultural factory.

First, let's dispose of a possible misconception. The big problem facing advertisers who would use tv to reach farmers as producers seldom involves set circulation. Television set ownership by farmers has already reached formidable proportions in most areas. And nobody questions that the farmer really uses his tv set.

So, what's the problem?

The heart of it is tv's cost per 1,000 farmers reached. Waste coverage, defined as everybody who is not a farmer, is an enormous factor on most stations. Moreover, in any mixed agricultural area some farmers are always outside the market for a particular agricultural item. Even in a strong poultry area, the hybrid chick advertiser may waste some of his tv dollars on farmers who only milk or have orchards. The groundswell toward increasing specialization in agriculture tends to work away from mass media, including tv.

Advertisers whose product lines are partly agricultural and partly consumer and/or industrial are in less of a bind. They can use at least part of the non-farmer audience. For example, truck manufacturers might use farmer-directed tv with confidence that some of the non-farm audience—smalltown building contractors, etc.—also buy trucks. For companies whose product mix includes both agricultural and consumer products, farmer-directed tv can do double duty, because farmers are also consumers.

For the straight agricultural advertiser, however, waste coverage forces extremely selective buying, market by market, careful comparing of cost against number of farms (of the desired type) reached and anticipated results. Network programming for farm products is out, as are most big-city stations and many smaller-city stations beaming into marginal farming areas.

This ultra-selective approach now is being used by major advertisers of agricultural products. The trouble lies in its logical corollary: If tv's advertising umbrella can be profitably opened only in hand-picked markets, it seldom can be spread wide enough to provide complete coverage for any broad agricultural region such as the great corn-hog region in the Midwest. And, lacking the potential for complete coverage, major advertisers in farm lines tend to consider tv a supplementary medium to reinforce such media as general farm publications and radio.

But maybe tv stations have a liability here they can turn into an asset. After all, many agricultural products are heavy, bulky commodities like fertilizer, feed, etc. Their freight costs are substantial and tend to limit their effective competitive area. Many agricultural brands, therefore, remain local within a state, or perhaps cover parts of two to four states. For example, in the whole $3 billion formula feed industry there is only one national brand and probably not more than another dozen that are really multi-regional.

On the other hand, there are over 5,000 more or less local feed brands. Here may lie a big opportunity: where tv coverage maps coincide with limited distribution patterns. For medium and smaller feed manufacturers a single tv station, or perhaps a combination of a few stations, might provide complete coverage of their marketing area, without excessive waste.

This is theoretical. The operative question here is: to what extent are different sized advertisers really using tv to sell farmers?

A station survey we made earlier this year threw some light on this. Area surveyed covered the 12 North Central States—the traditional Corn Belt—with 131 commercial tv stations co-operating. Almost one-quarter reported no regular programming directed towards farmers. The other 76% reported an average of 1¾ hours farm programming per week, 38% sponsored. That is, only 3 out of 8 midwest farm programs were sponsored.

The significance of these figures is increased by the timing of this survey, which was during one of the important advertising seasons for many agricultural products.

Furthermore, the most frequently reported type of sponsor was in the animal health product classification. These are chiefly two national advertisers who also run heavy schedules in other farm media.

Let's conclude on a note of optimism. Stations surveyed were strongly bullish on future prospects for agricultural advertising. Many volunteered that 1957 agricultural advertising was well ahead of 1956. Among reasons offered were increased know-how on farm programming and availability of farm programs. It appears that the giant in the cornfield is really awakening! His problems may be greater than with consumer products, but the harvest is reported to look promising.

Alan Authier Roberts, b. 1920, Cambridge, Mass. Graduate of Harvard College (1941) and Harvard Business School (1948). Statistician and economist with U. S. Government in Washington during war. After "B" School a brief tour with C. E. Hooper Inc. was introduction to broadcasting, followed by two years with WBZ-AM-TV Boston. Into ad agency business in 1950 in Chicago area. Consumer and marketing research in agricultural field, with special attention to feeds and animal health products. Joined Western Advertising Agency in March 1957 as director of marketing research, executive post which he presently holds.

Leaning Over Backward

THE networks which gave Democrats equal time to "answer" Sherman Adams' resignation speech last week have invited trouble for themselves and other broadcasters. From now until the end of this political season, politicians will cite the incident as precedent for claims to free time.

Under the law, the networks were not obliged to grant Mr. Adams time in the first place. It made good sense, however, to do so. There was no bigger news story to be had than an announcement by Mr. Adams of his plans. The networks would have been fools to reject the opportunity to break it.

Under the same law, the networks were not obliged to give anyone equal time to comment upon Mr. Adams' appearance. The law requires equal treatment only for candidates. If there is anyone without the prospect of becoming a political candidate soon, it is Mr. Adams.

CBS and NBC gave equal time to Paul Butler, Democratic chairman, and ABC gave equal time to Rep. Oren Harris, whose committee created the Sherman Adams case, on grounds of fairness to both sides. Fairness in the presentation of rival views is a fundamental principle of good journalism. The trouble arose last week in the application of the principle.

It was not necessary to deliver a full 10 minutes on the facilities of three radio and television networks to Messrs. Butler and Harris to fulfill the ordinary journalistic mission of fairness. Neither had that much to say on the subject of Sherman Adams. Such news as there was in their reaction to Mr. Adams' speech could have been comfortably handled in regular newscasts.

In these times of incessant government investigation of networks, it is easy to understand why they should not be eager to rebuff either major party. But rebuff they must, on frequent occasion, if the air is not to be filled for the next six weeks with nothing but political oratory.

Beyond This, Affiant Sayeth Not

A few weeks ago [EDITORIALS, July 7] we doffed our editorial hat to Comr. Fred W. Ford for inducing the FCC to amend existing rules to end the plethora of "pay-offs" and strike applications in broadcasting, which amounted to shakedowns approaching blackmail.

Some lawyers objected to our position. Now comes the Federal Communications Bar Assn. with comments expressing "complete concurrence" in the FCC's objectives, but concluding it is going at it all wrong.

FCBA proposes that the FCC ask Congress to enact legislation to make it a felony for any one to prosecute an application for broadcast facilities without having a *bona fide* intention of constructing and operating such facilities, if authorized. It says this would accomplish the FCC's purpose, and then some, by eliminating all types of strike applications. Besides, it contends, the FCC has ample authority now to take appropriate action against applicants or others who abuse the Commission's processes.

We went along with Mr. Ford, and we go along with the FCBA, provided there is no undue delay. We're all interested in the same thing—prompt elimination of a loophole in the FCC's processes that has admitted a racket.

On Target

A SENATE labor subcommittee that has been probing the goings-on inside the teamsters union may take up a less dramatic problem later in the autumn—the secondary boycotts that have harassed broadcasters and the picketing designed to compel representation.

As small employers with relatively few customers, broadcasters are peculiarly vulnerable to the economic pressures applied by unions. Two recent cases brought unfavorable examiners' recommendations to the National Labor Relations Board. The officers ruled that the labor laws had not been violated by IBEW and AFTRA, respectively, in putting the squeeze on station sponsors who were in no way involved in the labor negotiations. And now the musicians' union is warning that it may call nationwide consumer boycotts against "unfair movies, unfair records or the sponsors of unfair television or radio shows."

Courts and the Labor Board have frequently condoned these pressures because of unintended weaknesses in the Taft-Hartley Act. They have interpreted the language in a manner not contemplated by framers of the legislation.

A move to correct these weaknesses (Sections 8b1 and 8b4) was beaten during the political shenanigans of the last session of Congress, which faced autumn elections. The common-law concept of secondary boycotts as unlawful and unfair, and the intent of Congress, are ignored in many official interpretations of the Taft-Hartley Act. Unions have been alert to capitalize on these interpretations.

If broadcasters wish to get themselves off the target of secondary boycotting, they must make their wishes known to the people with the power to change the situation—the members of Congress.

Drawn for BROADCASTING by Sid Hix

"You expect me to believe the agency assigned all *these men to work on one soap commercial?"*

On Calling the Cops

THERE has developed lately the tendency by some broadcasters to rush to the FCC to complain about competition. Complaints range all the way from allegations of economic injury over the licensing of new stations in their areas to turning "state's evidence" against stations promoting their program ratings.

Neither should be the concern of the FCC, although the bureaucratic urge is always present to arrogate power that Congress never intended for that administrative agency. Certainly the indiscriminate licensing of new stations in smaller markets will affect the business of the existing station or stations serving that area. But that is the calculated risk in broadcasting or any other business operating under our competitive free enterprise system.

If the older stations cannot meet the competition of the new, they will go under, either because of inefficient management or failure to establish themselves in their community before the new competition entered. That is the meaning of free enterprise and the interplay of competition.

Those who complain to the FCC about allegedly unfair publicity or advertising likewise are losing sight of the Congressional intent of free enterprise. Besides, they are in the wrong forum. The FCC's function is to allocate and regulate the spectrum assigned to it and to see that the Congressional mandates are enforced. Programming, promotion or publicity are clearly not within its jurisdiction, although the FCC, improperly we contend, has impinged upon those forbidden areas in the past. To do so becomes censorship, and that is outlawed with particularity in the Communications Act. If any agency has jurisdiction over truth in advertising, it would be the Federal Trade Commission, but even the FTC's authority is far from being clearly defined. Palpably false and misleading advertising would be another thing.

Broadcasting, as to its non-technical aspects, is either free or it isn't. It cannot be half-free, half-slave. Broadcasters who are outraged because of what they regard as the transgressions of their competitors, ought to think twice before they call the cops. Historically, the sequel to regulation of competition is the limitation of earnings, otherwise known as the public utility concept.

This is the Piedmont Industrial Crescent

Vast New Urban Complex

(defined by the Ford Foundation)

dominated by wfmy-tv

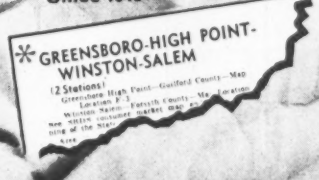
Just what is this area . . . his Piedmont Industrial Crescent? Defined by the Ford Foundation, it is a vast "area laboratory," stretching across North Carolina's fertile Industrial Piedmont. It is more, too. It is a bustling, urban complex engaged in unsurpassed growth patterns of manufacturing, distribution and marketing. Strategically centered at the hub of this massive urban market is WFMY-TV, the most powerful selling influence, by far.

North Carolina's INTERURBIA*

Basic CBS Television Network

Since 1949

At the very axis of the CRESCENT lies INTERURBIA . . . the largest metropolitan market in the two Carolinas. INTERURBIA plus the Piedmont CRESCENT where more than two million people are sold by WFMY-TV.



wfmy-tv

GREENSBORO, N. C.

Represented by: Harrington, Righter & Parsons, Inc. • New York • Chicago • San Francisco • Atlanta • Boston

WEED

TELEVISION

AMONG THE OUTSTANDING
TELEVISION STATIONS
WE ARE PROUD TO REPRESENT!

WABD New York, N. Y.
WTTG Washington, D. C.
KGLO-TV Mason City, Iowa
KRQA-TV Quincy, Illinois
WFBC-TV Greenville, South Carolina
WCSC-TV Charleston, South Carolina
KTNT-TV Seattle-Tacoma, Washington
KFMB-TV San Diego, California

TELEVISION STATION REPRESENTATIVES
New York • Chicago • Detroit • San Francisco • Dallas
Atlanta • Boston • Hollywood • Des Moines